TECHNOLOGY DEPT.

BROADCASTING

The Weekly Newsmagazine of Broadcast Advertising

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MARCH 30, 1942

Published every Monday, 53rd issue (Yearbook Number) Published in February

Vol. 22 • No. 13
WASHINGTON, D. C.

An Accounting of Our Stewardship, 1941

for Agriculture

Total Hours	497
Number Programs	1,409
Guest Speakers	671

for Religion

Total Hours	209
Number Programs	281

for Education

Total Hours	68
Number Programs	215

for Women

Total Hours	314
Number Programs	637

for National Defense

Total Hours	110
Number Programs	415
Guest Speakers	333
Announcements	940

A "Full Time" Job

OF SERVICE

In 1941, 30% of WLS' broadcast time was devoted to these five specific types of *service* features. WLS has always recognized its great obligation to the homes and families of Mid-West America—on the farms and in the cities and towns. WLS is a *half-time* station doing a *full-time* job of service in the public interest.

Our schedule of such services as those listed here is the WLS way of winning friends and influencing Mid-West listeners to BUY. Because listeners depend on WLS for constructive service *and* entertainment, *WLS Gets Results!*

890 KILOCYCLES
50,000 WATTS
BLUE NETWORK

WLS
CHICAGO

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH KOY, PHOENIX, AND THE ARIZONA NETWORK—KOY PHOENIX • KTUC TUCSON • KSUN BISBEE-DOUGLAS

A GREAT COMBINATION

"590 kc." WITH 5,000 WATTS Soon!

In the Air—on the Sea—Planes and Ships are a Great Combination—bringing about powerful results in today's conflict.

In Radio, it's Frequency and Power that brings results.

Soon WAGA will be operating on 590kc with 5,000 watts — A Great Combination — teamed for powerful results!

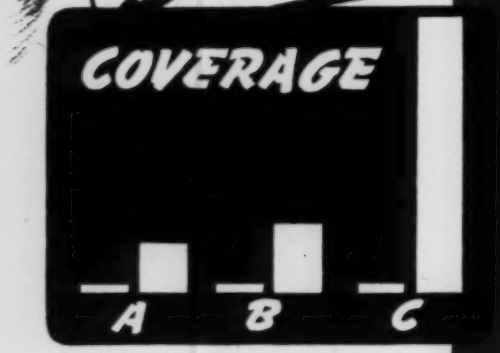
5,000 watts at 590kc will deliver a 500 microvolt signal 57 miles. And at 1480, WAGA's present frequency, 280,000 watts would be required to do the same job.

WAGA's new frequency and power "will deliver the goods" in greater coverage, better penetration and increased selling power.

Yes, at 590 kc with 5,000 watts WAGA will give you the "power appeal" you've been seeking in the rich industrial area of the Deep South — plus, greater coverage in the South's Biggest Wholesale Market!

WAGA FIRST ON THE DIAL IN ATLANTA
FIRST ON THE DIAL IN GEORGIA

Ask John Blair



A. Comparative coverage on 1480 kc.; 500 to 5,000 watts.

B. Comparative coverage of 500 watts; 1480 kc. to 590 kc.

C. *"A Great Combination"* coverage: 500 watts at 1480 kc. to 5,000 watts at 590 kc.

WAGA
BASIC BLUE NETWORK STATION
ATLANTA, GA.

"THE BLUE RIBBON STATION OF THE SOUTH"

Blue Network • Blair Represents Us Nationally

THE Fifth ESTATE

WHAT IS MORALE?

MORALE, like happiness, is a state of mind. It is faith, hope, confidence, cheerfulness. Morale is tapping your foot to Xavier Cugat's rhythm and dreaming to a Stokowski symphony.

Morale is smiling at the cleverness of John Kieran and laughing out loud at the gags of Jack Benny.

Morale is completely forgetting yourself as you lurk in the shadows of a dark alley tracking down a sinister criminal with Mr. District Attorney.

Morale is Kaltenborn giving you the news and then analyzing it so you'll have a clearer picture of what is happening . . . today.

Morale is a wooden dummy on Edger Bergen's knee.

Thus, Morale is comfort and confidence through entertainment and information. And the great Fifth Estate serves it free in 55,000,000 American radio homes every day and every night.

WSM is proud that as a part of the great Fifth Estate it is helping to build morale in millions of American hearts eighteen hours a day.

HARRY L. STONE, Gen'l. Mgr. NASHVILLE TENNESSEE

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY, INC.
NATIONAL REPRESENTATIVES, EDWARD PETRY & CO., INC.

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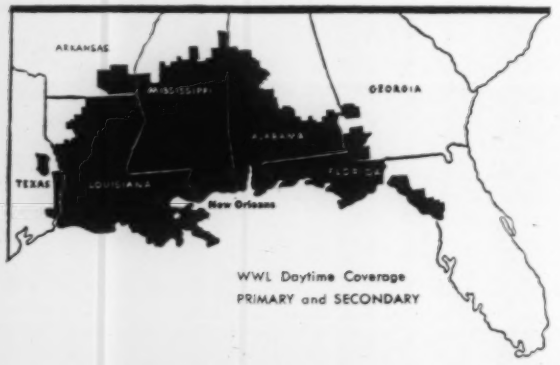
Mail from Montreal

Sales for you right here . . .



You get both with:

WWL NEW ORLEANS

50,000 watts - - clear channel

Every mailbag at WWL is sprinkled with letters from distant fans scattered throughout the world. We don't merchandise our steady listeners in Canada, the West Indies or Alaska.

But we *do* know that here in the Deep South, the dominant medium is the powerful, prestige-carrying 50,000 watt clear-channel voice of WWL, New Orleans.

The greatest selling POWER in the South's greatest city

CBS Affiliate—Nat'l. Representatives, The Katz Agency, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio Broadcast Advertising

MARCH 30, 1942

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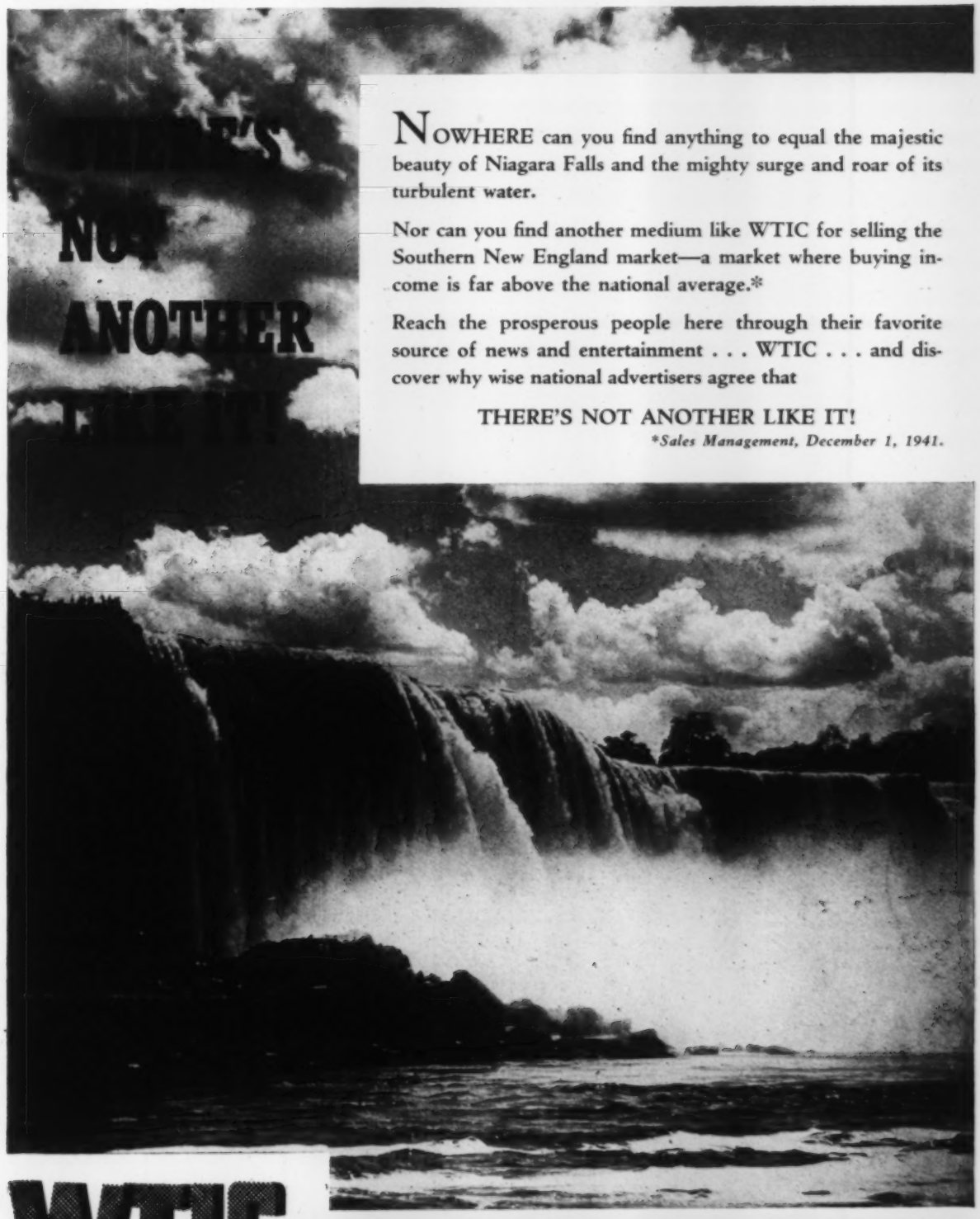
Ps-st! %$(;xx WaNt to buy a nEw TYPEWRITER?
Choose KFAB, instead. Reaches more customers in one minute than you could touch in a year of typing letters. Gets better results, too. At less cost. Farm men and women have *confidence* in KFAB—they *buy* what "their station" recommends. You *need* KFAB, to do a complete selling job thruout Nebraska and her neighbors.
With no rationing of time in radio, you have some choice availabilities on KFAB. Better wire, today.
DON SEARLE—Gen'l Mgr.
Ed Petry & Co., Nat'l Rep.
KFAB
LINCOLN



NOWHERE can you find anything to equal the majestic beauty of Niagara Falls and the mighty surge and roar of its turbulent water.

Nor can you find another medium like WTIC for selling the Southern New England market—a market where buying income is far above the national average.*

Reach the prosperous people here through their favorite source of news and entertainment . . . WTIC . . . and discover why wise national advertisers agree that

THERE'S NOT ANOTHER LIKE IT!

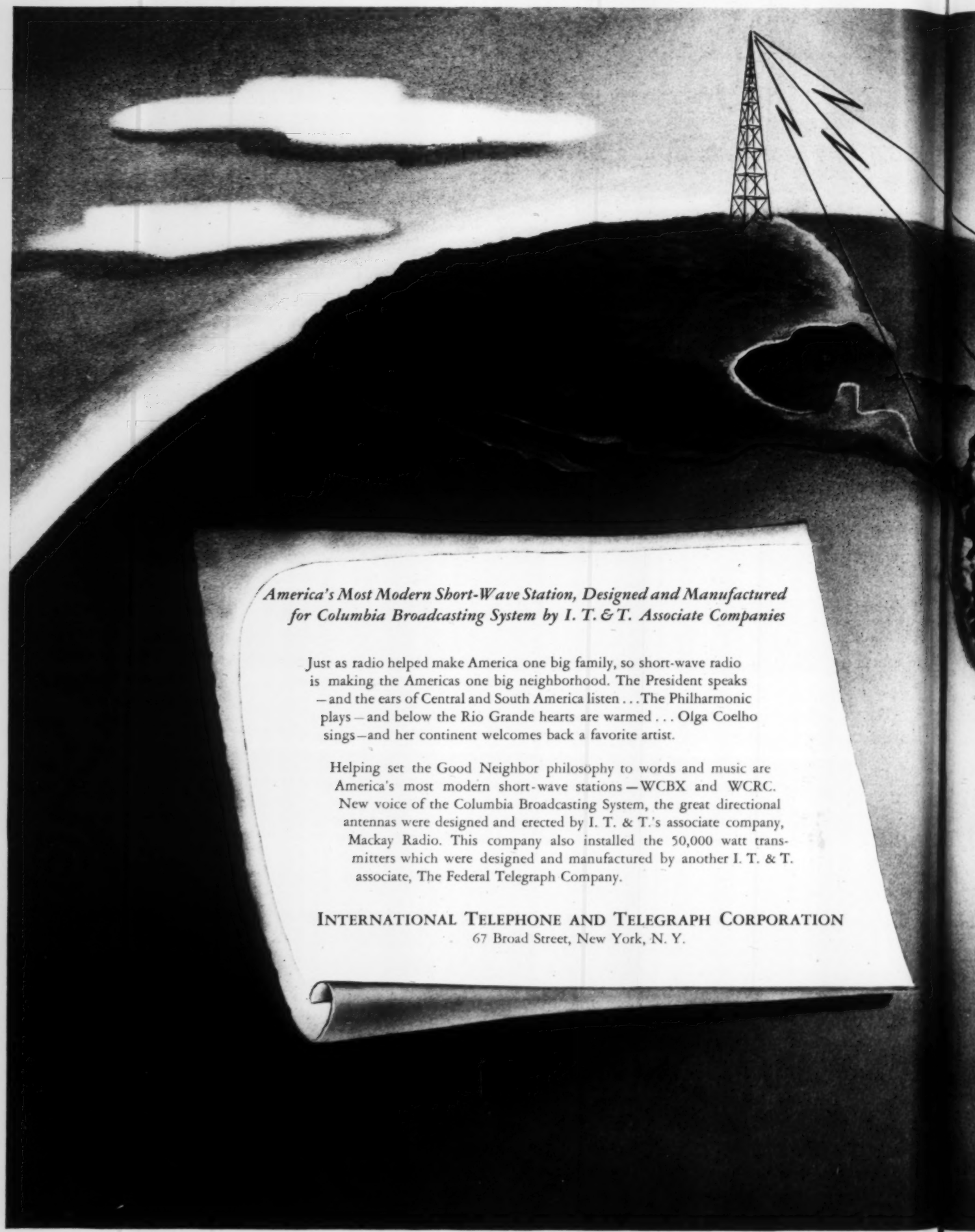
*Sales Management, December 1, 1941.

WTIC
50,000 WATTS

DIRECT ROUTE TO AMERICA'S NO. 1 MARKET

The Travelers Broadcasting Service Corporation
Member of NBC Red Network and Yankee Network

Representatives: WEED & COMPANY, New York, Chicago, Detroit, San Francisco

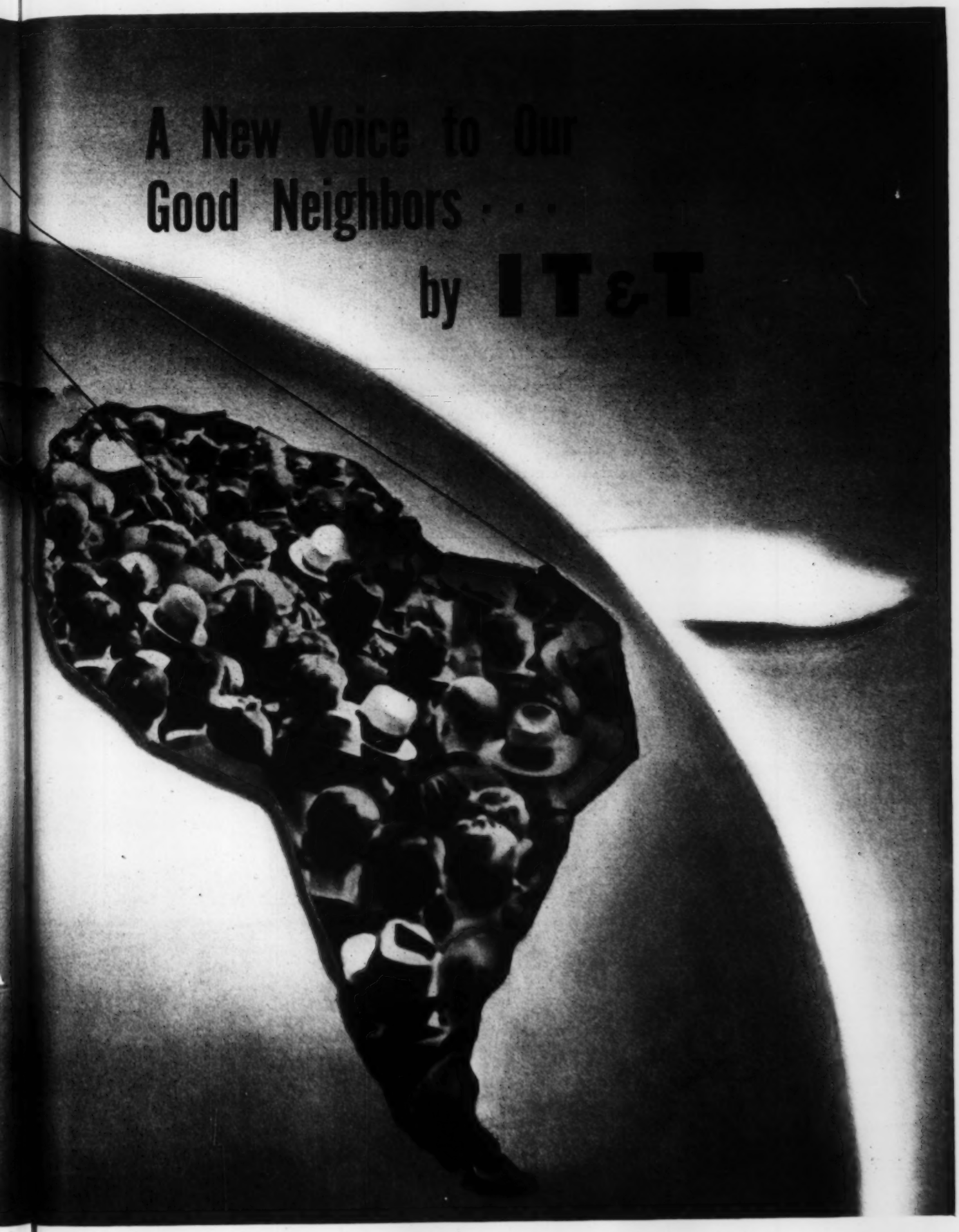


America's Most Modern Short-Wave Station, Designed and Manufactured for Columbia Broadcasting System by I. T. & T. Associate Companies

Just as radio helped make America one big family, so short-wave radio is making the Americas one big neighborhood. The President speaks — and the ears of Central and South America listen . . . The Philharmonic plays — and below the Rio Grande hearts are warmed . . . Olga Coelho sings — and her continent welcomes back a favorite artist.

Helping set the Good Neighbor philosophy to words and music are America's most modern short-wave stations — WCBX and WCRC. New voice of the Columbia Broadcasting System, the great directional antennas were designed and erected by I. T. & T.'s associate company, Mackay Radio. This company also installed the 50,000 watt transmitters which were designed and manufactured by another I. T. & T. associate, The Federal Telegraph Company.

INTERNATIONAL TELEPHONE AND TELEGRAPH CORPORATION
67 Broad Street, New York, N. Y.


A New Voice to Our
Good Neighbors . . .
by IT&T

IN 1942

Exclusively Yours

ON THESAURUS-PROGRAMMED STATIONS!

EDWIN FRANKO GOLDMAN
and world's greatest band

NORMAN CLOUTIER
and his string Orchestra
in "Memorable Melodies"

RICHARD LEIBERT
at Radio City Music Hall Organ

Swing and Sway with
SAMMY KAYE

Here's that Band again—
DICK JURGENS

THOMAS L. THOMAS
Concert and opera star

JIMMY WAKELY TRIO
"Songs of the Plains"

Good news for stations that program with NBC THESAURUS—"The Treasure House of Recorded Programs!" 1942—THESAURUS' Seventh Year—will be a "Lucky Seventh" for you. Leading the parade of important names that attract greater audiences will be those shown here. All of them are recording sufficient material to build a well-rounded series of programs that you can sell to local advertisers . . .

TO *NON*-THESAURUS STATIONS: These 15 names are just one of the reasons you should investigate THESAURUS—Drop us a line and we'll gladly give you the rest of the story.

NBC THESAURUS
"A Treasure House of Recorded Programs"
RADIO RECORDING DIVISION—NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
NEW YORK CITY • CHICAGO • WASHINGTON, D. C. • HOLLYWOOD

ALLEN ROTH
"Symphony of Melody"

ROSARIO BOURDON
and Symphony Orchestra

THE JESTERS
and their musical hi-jinks

XAVIER CUGAT
and his Latin-American rhythm

LAWRENCE WELK
and his "Champagne-Music"

VINCENT LOPEZ
his piano and orchestra

JOHN SEAGLE
"Church in the Wildwood"

GOLDEN GATE QUARTET
"I Hear the Southland Singin'"

Is Darragh Aldrich psychic ?

About 22 weeks ago, WCCO first introduced Darragh Aldrich on the air to the 1,400,000 women listeners in its primary area. Her novels and plays, the articles she had written for women's magazines had already made her nationally known.

She knows Northwestern women well . . . has lived among them . . . written about them . . . for 25 years. Thousands of listeners, on farms and in small towns, from the Twin Cities to Twin Valley were moved to write. Mrs. E. P. H. summed it up: "Lady, are you psychic? How else could you happen to discuss, on your program almost every day, some problem that is uppermost in my mind and in the minds of so many of my friends?"

Small wonder her program has a Hooperating of 6.4% in the Twin Cities—*33.6% of the available audience at the time she's on the air!*

You needn't be psychic to know that "Yours Truly, Darragh Aldrich" (Mondays through Fridays, 1:30-1:45 p. m.) is one of the year's best buys in the Great Northwest. For rates on a participation basis, call us or your nearest Radio Sales office.

WCCO 50,000 WATTS WHERE IT COUNTS THE MOST • MINNEAPOLIS-ST. PAUL

Owned and operated by Columbia Broadcasting System. Represented nationally by Radio Sales with offices in New York, Chicago, St. Louis, Charlotte, San Francisco, Los Angeles

H. PRESTON PETERS

BECOMES PRESIDENT OF FREE & PETERS!

NEARLY ten years ago, when "Pete" Peters came to us as Chief Cook and Bottle Washer in our three-man organization, all three of us (including Pete) knew that some day, inevitably, he would become our President. Today we are happy to announce the consummation of that ten-year hope. Today, James L. Free is moved (*not* kicked) up to Chairman of the Board, and Pete Peters takes over the office his energy, his talents and his unremitting *work* have so justly earned for him.

At the same time Pete becomes President, Russel Woodward replaces him as our one and only Vice-President. Hardly less than Jim Free and Pete Peters, Woody has enormously contributed to our business progress. We are proud to have him as an officer and as our third in command.

With these two well-deserved advances we formally record the affectionate and admiring regard we hold for Pete and Woody. There has been no change in stock ownership. Jim Free continues as Chairman, Treasurer, and Manager of the Chicago Office. All the rest of us, too, continue "as is" in our various branch offices. Congratulations to you, Pete and Woody! Both of you are "men after our own heart"!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW . . . . . BUFFALO
WCKY . . . . . CINCINNATI
KDAL . . . . . DULUTH
WDAY . . . . . FARGO
WISH . . . . . INDIANAPOLIS
WKZO . KALAMAZOO-GRAND RAPIDS
KMBC . . . . . KANSAS CITY
WAVE . . . . . LOUISVILLE
WTCN . . MINNEAPOLIS-ST. PAUL
WMBD . . . . . PEORIA
KSD . . . . . ST. LOUIS
WFBL . . . . . SYRACUSE

. . . IOWA . . .

WHO . . . . . DES MOINES
WOC . . . . . DAVENPORT
KMA . . . . . SHENANDOAH

. . . SOUTHEAST . . .

WCSC . . . . . CHARLESTON
WIS . . . . . COLUMBIA
WPTF . . . . . RALEIGH
WDBJ . . . . . ROANOKE

. . . SOUTHWEST . . .

KOMA . . . . . OKLAHOMA CITY
KTUL . . . . . TULSA

. . . PACIFIC COAST . . .

KARM . . . . . FRESNO
KECA . . . . . LOS ANGELES
KOIN-KALE . . . . . PORTLAND
KROW . OAKLAND-SAN FRANCISCO
KIRO . . . . . SEATTLE

and WRIGHT-SONOVOX, Inc.

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6575 | **NEW YORK:** *247 Park Ave.* Plaza 5-4131 | **SAN FRANCISCO:** *111 Sutter* Sutter 4555 | **HOLLYWOOD:** *1541 N. Gordon* Gladstone 5949 | **ATLANTA:** *144 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 22, No. 13 WASHINGTON, D. C., MARCH 30, 1942 $5.00 A YEAR—15c A COPY

OFF Tests Broadcast Priority System

Sponsors, Stations Call on Public To Buy Coal

NINE SPONSORS of 13 high-ranking programs on the national networks were enlisted this week by the Office of Facts & Figures for a Government radio campaign designed to mitigate the threatened coal shortage—a campaign which, while important in itself, is of special significance to the broadcasting field because it reveals just how the so-called system of "priorities" governing war emergency broadcasts is expected to operate.

OFF's radio division, headed by William B. Lewis, is not yet ready to promulgate its priorities plan, now scheduled to be launched some time in April, but last week it was suddenly called upon by the Dept. of the Interior to muster radio's forces to meet the wartime coal crisis.

Quick Cooperation

Accordingly, after study of the complete charts of network sponsored and sustaining programs it has been preparing for its priorities plan, Mr. Lewis' division called upon the sponsors of picked programs to do the special job during the weeks of March 30 and April 6. The request met with immediate promises of full cooperation.

On the 13 selected programs the sponsors have been asked to carry special messages publicizing the fact that homes which do not purchase their next winter's coal supply now, or prior to April 15, may run the risk of finding they cannot get any coal at all next fall and winter due to the transportation shortages growing out of the increasing use of the railroads for hauling war materials.

Not only were the nine sponsors asked to devote time to this publicity, but the networks were asked to carry it on specified sustaining programs, while some 200 broadcasting stations in Eastern, Northern and North Midwest States are being shipped, direct from the Interior Dept., packages of 20 one-minute transcriptions which they have been asked to spot at suitable periods during the next two weeks.

Stations in these areas were picked because they are the areas where the most acute shortages are expected to occur. They may tie in the campaign with local coal-dealer sponsorship if they desire.

In contrast to the pre-fabricated spots being sent to the stations, the network sponsors and the networks for their sustainers are being sent a simple one-page memorandum setting forth the facts about the coal problem. They are asked to write their own "commercials" therefrom, weaving them into their programs in any way they see fit.

This is in line with the basic idea of the priorities plan, which is not to force anything down either the medium's throat or the listeners' ears. Particular programs were picked on the several networks to avoid undue repetition—overselling—while at the same time insuring maximum audience coverage.

"We are purposely not sending any sample commercials," states a letter to the sponsors and their agencies signed by Seymour Morris, recently appointed advertising agency liaison of OFF's radio division. "We prefer simply to give you the facts of the situation and then let you work out the treatment which in your opinion will be most effective on each of your particular programs.

"As far as we are concerned, the gate is wide open: you can handle this message either as part of your script, as a straight commercial announcement, as a special interpolated dramatized spot, or any other way that you see fit."

That, in essence, is the way the forthcoming priorities plan—actually called an "allocations plan" so far as it applies to networks and their sponsors and a "program priorities" plan so far as it applies to stations—will be designed to work.

The scheme has the unqualified support of the Advertising Council and the agency-network and stations committees of OFF, which have been in long huddles during the last six weeks with OFF radio officials in preparation for the new system.

The coal campaign, from the radio point of view, is actually a "trial balloon" for the basic scheme shortly to be announced. The main idea of picking out certain programs on which to convey certain messages is to put over a current war policy idea, yet at the same time avoid constant repetition and annoyance to both medium and audience.

For example, if it should be decided by the Government's policy-makers that a certain week or two-week period of broadcasting should emphasize war production, then sponsors, agencies and stations will receive from OFF a set of instructions telling them that the programs suggested by the War Production Board should be "played up" above all else. Thus, too, will the Federal Security Agency's nutrition campaign, the Army, Navy and Marine Corps recruiting campaigns, the Office of Price Administration's rationing and conservation campaigns, etc. be given rights-of-way.

Priority Method

Under the system of network allocations, networks and their sponsors will be asked to carry particular messages at designated times. They will be under no compulsion to do so, but in view of their expressed eagerness so far to lend their facilities to the war effort they are expected to agree willingly. For their part, they can then omit any references during that special period to defense bond sales, for example, or to other appeals for time coming to them from other Government agencies, so many of which are pouring out volumes of scripts and transcriptions and suggested broadcasts.

Stations, many of which have long been complaining about the super-abundance of Government propaganda coming to them in all forms from the various Government agencies without definite plan, will be told they should give priority to the topic of the week—and that they may reject, without

FCC Working on Final Report Covering Press-Radio Hearing

Day or Two of Hearing May Be Held to Complete Record of Proceedings Begun Last Summer

EVEN THOUGH the record has not been closed on the FCC's newspaper-ownership inquiry, the law department staff already has begun preliminary preparation of its final report, with the possibility of full Commission consideration before summer.

Another day or possibly two of open hearings may be required to complete the record according to FCC sources. No date yet has been set, however, for resumption of the hearings, which recessed without date Feb. 6 when the Newspaper-Radio Committee, representing more than 100 newspaper-owned stations, concluded presentation of its testimony. The hearings began July 23 last year.

Donald Harris, FCC attorney, and Allen W. Sayler, of the law department's inquiry staff, are understood to be working on preliminary aspects of the report. Both have other duties, however, but it is expected that as soon as the record formally is closed, a full staff will be designated in the hope of completing the report as soon as possible. One estimate was that the law department would complete its work within six weeks or two months.

Open Hearing Likely

At least one additional open hearing day will be scheduled—probably within the next fortnight. The FCC desires to place in the record a sheaf of technical exhibits, winding up its case. Moreover, Louis G. Caldwell, counsel for WGN and the *Chicago Tribune*, likewise had requested opportunity to present brief additional testimony. Unless other matters of an unforeseen character develop, it is presumed the record formally will be closed after this single session.

FCC Chairman James Lawrence Fly declared last Monday at his press conference that it was still the plan of the Commission to hold

(*Continued on page 58*)

XUM

compunction or fear of reprisal, any and all other demands for free time from other Government agencies during that particular period.

At the present time the helter-skelter issuance of Government material for broadcast has caused the air to be cluttered with "war messages" that more than often are the result of excessive zeal on the part of Government publicity men. As has been charged in the case of defense bond appeals, they have so surcharged the air that valid criticism has been raised that the public is annoyed if not bored.

In fact, many of the Government's own radio chieftains, after their protracted sessions with station, network, agency and sponsor representatives, have agreed frankly that perhaps they have been "overcommercializing" their agencies and their causes.

'War Fatigue'

The fundamental psychological principle of over-selling via the radio has been given the label "war fatigue" by the experts. Fortunately for both the radio medium and its sponsors, the task of channelizing Government broadcasts through OFF has been placed under the direction of practical broadcasting men who have won the confidence of the Administration's leaders by their frankness and zeal.

They have told men like the President, Donald Wilson, members of the Cabinet and the military leaders that they can overdo a good thing—that too much plugging on the radio of a particular theme can undo the good which can be accomplished by just the right doses.

On radio's part, the coordination efforts of OFF are being welcomed as a means of alleviating the pressures placed upon the medium by Government "information" and "radio" directors each with their own axes to grind, each confident that his is the most important message of all and each sending out material to networks and stations with the implied threat that they be carried or else.

When the network allocations plan is put into effect—and the coal campaign of the next two weeks is going to show whether it is practical—selected sponsored and sustaining periods on the networks will be asked to stress the selected subject of the particular period desginated. Their cooperation will be voluntary; the way they weave the material into their shows will be left to them; they may refuse to handle it at all if they choose. Other programs will simply be asked to "lay off" that particular subject.

When the station priorities plan goes into effect, the stations will all be told that they should "play up" the particular topic of the period to the exclusion, if they deem necessary, of anything else that may come from Government sources. There will be no compulsion to carry the material at all, but there also will be protection from OFF if any Government press agent complains that his stuff is being ignored.

In the case of the coal campaign, OFF is not directing the station phase because the job was thrust upon it so suddenly. The series of transcribed announcements being sent out to the 200 stations in the critical territory is being handled entirely by Shannon Allen, Dept. of the Interior radio director.

Sponsors Carrying Coal Plugs

The sponsors, agencies, programs, networks and times selected for the coal announcements are:

Campbell Soup Co., Camden, N. J., thru Ward Wheelock Co., *Man I Married*, CBS, Monday, March 30, 11:15 a.m.; same sponsor and agency, *Amos 'n' Andy*, CBS, Thursday, April 9, 7 p.m.; same sponsor and agency, *Lanny Ross*, CBS, Friday, April 10, 7:15 p.m.

Bristol-Myers Co., New York, thru Young & Rubicam, *Dinah Shore*, BLUE, Sunday, April 5, 9:45 p.m.; same sponsor, thru Pedlar & Ryan, *Mr. District Attorney*, NBC, Wednesday, April 8, 9:30 p.m.

Standard Brands, New York, thru Kenyon & Eckhardt, *I Love a Mystery*, BLUE, Monday, March 30, 8 p.m.

B. T. Babbitt Inc., New York, thru Duane Jones Co., *David Harum*, NBC, Tuesday, March 31, 1:30 a.m.

Liggett & Meyers Co., New York, thru Newell-Emmett Co., *Glenn Miller*, CBS, Tuesday, March 31, 10 p.m.

Brown & Williamson Tobacco Co., Louisville, thru Russell M. Seeds Co., *Uncle Walter's Dog House*, NBC, Wednesday, April 1, 8:30 p.m.

Pillsbury Flour Mills Co., Minneapolis, thru McCann-Erickson, *Musical Mill Wheel*, BLUE, Thursday, April 2, 10 a.m.

Emerson Drug Co., Baltimore, thru Ruthrauff & Ryan, *Ellery Queen*, NBC, Saturday, April 4, 7:30 p.m.; same sponsor, thru the Biow Co., *Crime Doctor*, CBS, Sunday, April 5, 8:30 p.m.

E. B. Semler Co., New Canaan, Conn., thru Erwin, Wasey & Co., *Gabriel Heatter*, MBS, Monday, April 6, 9 p.m.

On Network Sustainers

In addition, arrangements have been made with the networks for placements on their sustaining programs as follows:

CBS—Tuesday, March 31, 6:30 p.m.

BLUE—*Fantasy in Melody*, April 5; *Polka Dots*, April 9; *Robert Ripley*, April 1.

NBC—*Music for Everybody*, March 31; *Rhapsody of the Rockies*, April 5; *Hank Lawson*, April 7; *Do You Remember*, March 31 and April 10; *Market Basket*, April 11; *Deep River Boys*, April 3.

MBS—*Marine Band*, March 31; *Navy Band*, April 9; *Rainbow House*, April 11.

Lady Esther on 45

LADY ESTHER Co., Chicago, which has been testing five-weekly announcements on two Hartford stations since March 9 [BROADCASTING, March 2], during April will add stations to bring the total to 45 for an eight-week period. Campaign, consisting of evening chain breaks and one-minute daytime announcements, promotes the company's cosmetic products. Agency is Pedlar & Ryan, New York.

Rates for Schedule C Lines Substantially Cut by AT&T

DESIGNED primarily to accommodate smaller stations using intermittent broadcast line service, AT&T last Thursday filed with the FCC tariffs effective May 1 substantially reducing medium quality line charges.

Under the new rate structure, the second revision within the last year, Schedule C (medium quality) program transmission services will be available for regular daily periods of less than 24 hours. The new optional offer, AT&T said, is designed primarily to furnish connections to small stations for periods of a few hours daily at charges "appreciably lower than at present".

The new rates contemplate service during the same hours each day, seven days per week. The charge per airline mile per month, between 12 noon and 9 p.m., is $3 for the first hour and 50 cents for each additional consecutive hour. Charges for service between 9 p.m. and 9 a.m. are half of those specified for the 12 noon-9 p.m., period. Service between 9 a.m. and 12 noon is not offered at these rates, it was announced.

CBS NEWSROOM VISITOR on a recent trip to New York was John E. Drury (right), Dean of the Henry W. Grady School of Journalism of the U of Georgia, originators of the famous Peabody Awards in radio. Here he discussed the embattled European warfront with Paul White (left), CBS director of special events, and Edward R. Murrow, CBS European chief, now in this country. The Peabody Awards for 1941 are to be announced April 12.

WHDH Joins Blue; CBS Gets WTAG

KXEL, New Waterloo Outlet, Will Join Blue as Basic

TWO NEW changes in network outlets in New England were negotiated last week, with WHDH, Boston, definitely signed for the BLUE effective June 15, while WTAG, Worcester, is slated to switch from NBC to CBS within a year.

Simultaneously it was announced that the new KXEL, Waterloo, Ia., will go basic BLUE when it begins operations about June 1, with 50,000 watts on 1540 kc. The station is licensed to the Josh Higgins Broadcasting Co. Among the stockholders are Joe DuMond, general manager of KBUR, Burlington, Ia.; John E. Fetzer, owner of WKZO, Kalamazoo; Paul F. Godley, consulting engineer of Montclair, N. J., and John Blair, head of the station representation firm bearing his name.

Lengthy Negotiations

Selection of WHDH by the BLUE, under a regular contract affiliation, was ascertained last Friday, terminating several months of negotiation between that network and WHDH, as well as WMEX, Boston. WHDH now is operating on program tests for fulltime operation on 850 kc. with 5,000 watts day and 1,000 watts night, while WMEX operates with 5,000 watts fulltime on 1510.

It was learned that WTAG had completed negotiations with CBS for a switch in affiliation from the Red. Since one year's notice is required, it was assumed the switch is not slated to become effective until March, 1943. By consent, however, it could be made in advance of that date. WORC, is the present CBS Worcester outlet.

WBZ, 50,000-watt Westinghouse-owned outlet in Boston, switches to NBC June 15, dropping the Blue. WNAC, key station of the Yankee Network, goes MBS.

With the New England-NBC-BLUE-MBS shifts, no arrangement has been made for regular broadcasting of BLUE programs by other stations on the Yankee Network. The question of placing the BLUE Ballantine program on certain of these stations has been discussed with the agency, it was said at BLUE headquarters, but no definite arrangement has been made.

Keith Kiggins, BLUE vice-president in charge of station relations, said the network will feed programs to non-affiliated stations in areas not covered by BLUE outlets if the client desires, but thus far no such arrangements have been made.

Affiliation of the BLUE with WHDH occasioned considerable interest, because of pending litigation over assignment of the station on the same channel occupied by

(Continued on page 56)

NEW BID FOR BLUE REJECTED BY RCA

A SECOND offer to purchase the BLUE, made by a syndicate of private investors headed by George E. Allen, vice-president of the Home Insurance Co. of New York, and former Commissioner of the District of Columbia, was rejected about a month ago by RCA, parent company of the BLUE, it was learned authoritatively last week. The amount of the offer was not disclosed. About a year ago the same group made its first offer for the network.

While no details were available, it was learned the offer was conditioned upon retention of Mark Woods as president and directing head of Blue Network Co. Inc. Mr. Woods formerly was vice-president and treasurer of NBC, but with the separation of the BLUE from NBC early this year, he resigned those positions and was elected president of the independent network operation.

Mr. Allen's offers, it was reported, were made on behalf of Chicago and Cleveland investment houses, representing private investors.

Grape Nut Serial

THE STORY of a school teacher who tries to get her broad views on education accepted by a small-town school board will be told in *We Love & Learn*, dramatic serial starting April 6 on 90 CBS stations by General Foods Corp., New York, for Grape Nut Flakes and Grape Nut Wheatmeal. Agency is Young & Rubicam, New York.

Paint Firm Appoints

DEVOE & RAYNOLDS Co., New York (paints and varnishes), has appointed Calkins & Holden, New York, to direct its advertising. A limited use of radio for house paints will probably be made this year, according to the agency, which reported that plans for the account were still in the formative stage.

American Oil Renews

AMERICAN OIL Co., Baltimore, has renewed *Human Side of the News* on CBS, effective April 27. Program, starring Edwin C. Hill, news commentator, winds up its third consecutive year on CBS on April 24. Sponsor has had programs on CBS since September 1932 for its gasoline and oil products. Account is handled by Joseph Katz Co., Baltimore.

Quaker Oats Spots

QUAKER OATS Co., Chicago (Sparkies), is placing one-minute transcribed announcements and early morning five-minute periods on approximately 10 New York and New England stations to start about April 15. Ruthrauff & Ryan, Chicago, is agency.

War Insurer's Series

FIRST INSURANCE agency to promote war and bombardment insurance via radio is John C. Weghorn Agency, New York, using five-minute talks on WOV, New York. Frank Kiernan & Co., New York, handles the account.

ASSUME NEW EXECUTIVE DUTIES

MR. KLAUBER

MR. KESTEN

Klauber and Kesten Promoted In CBS High Command Shift

Klauber Becomes Executive Committee Chairman With Kesten Named VP and General Manager

EDWARD KLAUBER, executive vice-president of CBS was elected to the newly-created post of chairman of the executive committee, and Paul W. Kesten was named vice-president and general manager by the CBS board of directors at their meeting last Wednesday.

In announcing the changes, William S. Paley, president and principal stockholder of the network said: "Hereafter all departments with the exception of the program department will report to the vice-president and general manager, Mr. Kesten. The program department will report to me."

Long-Range Problems

Moves were inspired by a threefold purpose, Mr. Paley stated: To eliminate some duplication of executive activity; to create the office of chairman of the executive committee which, free from daily operating duties, can give its whole time and attention to some of the network's long-range problems, and "to afford Mr. Klauber a needed relief from his overburdening duties of many years standing."

Explaining that since last May Mr. Klauber has given most of his time to problems raised by the new FCC rules, Mr. Paley said that Mr. Klauber's "immediate task will be to continue his work in that connection and in connection with the approaching hearing on the proposed new radio legislation in Congress."

The statement continued: "Although Mr. Klauber will assume a less active role in the company's affairs, his sound judgment and his invaluable experience gained through nearly 14 years of important work in broadcasting, will continue to the benefit of the company. I am sure that all of you, knowing of the significant contributions made by Mr. Klauber to the progress and development of our company and to the broadcasting industry generally, will be gratified to learn of his new role especially since it will enable him to enjoy a certain degree of richly deserved leisure."

Mr. Klauber has been "second man" in CBS for the last 11 years, when he joined Mr. Paley as assistant to the president. He left Lennen & Mitchell to take over the post, having developed numerous radio accounts, including Old Gold. A native of Louisville, Mr. Klauber had a distinguished newspaper background prior to entering agency and radio work. He formerly was city editor of the *New York Times* and, during the last war, was credited with many outstanding news beats.

Although assistant to the president at the outset of his tenure with CBS, Mr. Klauber soon was elected executive vice-president. Unlike the heads of most other substantial business operations, Mr. Paley always has directed CBS policy.

Kesten's Career

Mr. Kesten likewise is a graduate of Lennen & Mitchell. In his early forty's, he has been with CBS since 1931, and served for about four years as sales promotion manager. He had won widespread acclaim as the most gifted sales promotion man in radio before his promotion in 1935 to a vice-presidency.

A native of Milwaukee, Mr. Kesten has had wide experience in all phases of advertising and sales promotion. He was assistant advertising manager of the Gimbel store in Milwaukee, parent of the present group, in 1918 and afterward served in executive capacities with McJunkin Adv. Co., Chicago, Foreman & Clark stores, Chicago, and Lennen & Mitchell. In the mid-twenties he spent some time in Germany, England, Italy and France, studying European ideas and their development.

Action of the CBS board last week in promoting Messrs. Klauber and Kesten more or less formalized the operating procedure of the last six or eight months. Mr. Kesten, under the direction of Mr. Klauber, has handled affairs relating to sales, public relations, programs and new developments. This relieved Mr. Klauber of hour-to-hour direction of CBS affairs. Mefford R. Runyon, CBS vice-president, is assigned to direction of managed and operated stations, station relations and labor.

Further Extension Ordered by Court

Chicago Court Grants Appeals In Anti-Trust Actions

A THIRD extension of time for filing of answers to the anti-trust suits of the Dept. of Justice against NBC-RCA and CBS was granted last week by the Federal District Court in Chicago, on pleas of the two networks. The order, signed by Federal Judge John P. Barnes, gave the parties 30 days, or until April 27, to file counter-motions with respect to the far-reaching Government complaints, and 60 days or until May 26, to file answers.

The Government complaints, paralleling in large measure the points originally raised in the FCC's chain-monopoly regulations, were filed last Dec. 21. A subsequent suit by MBS stockholder stations against NBC-RCA, seeking triple damages, also is pending before the same court. Answers to the triple damage suits, however, are not likely until after adjudication of the anti-trust proceedings, since they are premised on the Government's case.

Supreme Court Appeal

NBC and CBS pointed out they are now in litigation before the Supreme Court of the United States on the FCC's chain-monopoly regulations. Arguments before the Supreme Court tentatively are scheduled for the week of April 27, with a decision on jurisdiction expected prior to the summer recess of the highest tribunal in June. NBC and CBS are the appellants in these proceedings, with the FCC, joined by MBS, in opposition. The rules are under suspension by virtue of action of the satutory three-judge court in New York last month, authorizing a stay pending Supreme Court action.

PROPOSING to become known as a Newark station, WAAT, Jersey City, has applied to the FCC for authority to move its studios into Newark.

XUM

House Committee Schedules Inquiry On Radio April 15

Cox Still Is Confident That His Plan Will Be Adopted

WITH THE HOUSE slated to remain in session over the Easter holidays on a "corporal's guard" basis, hearings on the Sanders Bill (HR5497) to rewrite the Communications Act of 1934, as well as preliminary hearings before the Rules Committee on the Cox Resolution (HRes426) are expected to proceed on schedule, according to Congressional legislative sources.

The Sanders Bill hearings are slated to get under way April 14 before the House Interstate & Foreign Commerce Committee, with witnesses representing the industry as well as the FCC to be called. The Cox Resolution is still pending before the Rules Committee, after two days of study during which FCC Chairman James Lawrence Fly appeared.

At least two more days of hearings, with Mr. Fly to make a third appearance, are planned by Rep. Cox (D-Ga.), author of the far-reaching measure to conduct a select committee investigation of the FCC, its personnel and its stewardship.

Expects Favorable Action

Following this, Rep. Cox expects to call for a committee vote and is still confident that favorable action will be forthcoming despite purported Administrative opposition to the measure. Chairman Fly already has expressed his opposition.

Other witnesses probably will be called by the Rules Committee. Rep. Cox, however, has not stated precisely who he intends to have appear. Rep. Wigglesworth (R-Mass.), a persistent critic of the FCC, already has testified in favor of the resolution, but wanted it broadcast to encompass an investigation of the industry, as well as the Commission.

Chairman Lea (D-Cal.) of the House Committee, said he proposes to conduct hearings looking toward new legislation at this session. The Sanders Bill, providing for reorganization of the FCC as well as of rewriting of the statute, will serve only as the base for the hearings. It is entirely possible the committee will decide to strike everything other than the enacting clause and write a new bill from scratch, it was pointed out.

Moreover, there is some talk of the Cox Resolution being referred to Mr. Lea's committee with instructions from the Rules Committee that in its inquiry it cover the ground outlined in this far-reaching measure. Rep. Cox has charged the Commission with attempting to "federalize communications, including broadcasting" and has alleged that it is shot through with men of Communistic leanings.

It is indicated Congress will not

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REXALL SALES conference mapped out commercials for the transcribed quarter-hour *Rexall Parade of Stars* prior to cutting by NBC Hollywood Radio-Recording Division. Series is to be released on 250 to 300 stations during early April by United Drug Co. to plug semi-annual Rexall one-cent sale. Committee consists of (1 to r) Walter Craig, WMCA, New York program director, in charge of production for Street & Finney, agency; Ned Tollinger, network director assigned to assist; Harlow Wilcox, commercial announcer; S. E. Hartford, Boston advertising and sales promotion director of United Drug Co.

ADVERTISING GETS A PLUG

Trade Paper Campaign by WLW Will Feature Statements by Prominent Advertisers

TOP EXECUTIVES of companies spending a million dollars or more for advertising will write advertising copy for the trade paper advertising of WLW, Cincinnati, in a new promotion series announced by Milton F. (Chick) Allison, promotion manager.

The executives are being asked by WLW to explain their plans for continued advertising during the war and what functions they expect it to perform, he said. WLW promotion will be kept at a minimum, he explained, "in order to make the contribution a more valuable one to advertising agencies, advertising managers and all others who may find themselves faced with the necessity of justifying an advertising expenditure when there is very little to sell and when plants are engaged in almost 100% wartime production."

Three-Point Program

A three-fold objective is outlined by Mr. Allison to explain the WLW promotion project. "First, it will be informative," he said, "because it will contain the true plans of the very top executives for their advertising during the war. Second, the knowledge of what other big business is going to do will give all management courage to continue to advertise in one form or another. And finally, it will dramatize, for the benefit of all business, the fact that advertising is a vital part of the fundamental economy of our people, and not just a means of increasing the sale of consumer goods.

"Our thought is not to encourage advertising as such—rather it will be the purpose of this campaign to show how war is bringing into being an entirely different conception of advertising, both as to basic nature and function. To us, it is not so important that a company may have cut its advertising appropriation—the important thing is the remaining 50% and how it is to be used."

First of the WLW series, to break early in April, will present a statement by Carle C. Conway, chairman of the board, Continental Can Co. The copy carries a headline, "No manufacturer can afford to enter into the post-war period without all the goodwill he can possibly lay up." Under a large portrait of Mr. Conway, the advertisement carries a three paragraph statement bearing out the theme of the headline.

WLW has a signature panel at the bottom of the ad, which runs in two colors, and in small type this message appears, "To the great names in American business whose continued advertising is a flaming symbol of faith in American future . . . whose fortitude in total war adds another shout of defiance to the enemies of free American enterprise and democracy . . . this space is dedicated by The Nation's Station."

Rexall's Spring List

UNITED DRUG Co., Boston (Rexall products), for its semi-annual spring one-cent sale in April, will utilize a series of four transcribed quarter-hour programs, *Rexall Parade of Stars*, on 250 to 300 stations nationally. NBC Hollywood Radio-Recording Division cut the series on March 21, the talent including Judy Canova, commedienne; Ken Murray, comedian; John Conte, tenor; Meredith Willson's orchestra; Harlow Wilcox, announcer. Walter Craig, program director of WMCA, New York, under special arrangement, was in charge of production for Street & Finney, New York agency servicing the account.

Few Tires on Hand For Radio Industry

Station Repairmen Slated to Get Early Consideration

NEW TIRES are practically unavailable and retreaded tires will be doled out to local rationing boards in approximately one-fifth the amount estimated before tire rationing went into effect in January, officials of the Office of Price Administration told BROADCASTING last week in reply to queries on the status of broadcast stations.

In most communities, OPA officials said, there will not be enough tires available for all eligible applicants and it will be up to the local boards to determine who is most needy. It was further pointed out that whatever grants are made will go only to applicants connected with the war effort. Stations and their employes are considered directly connected with the war effort.

Technicians First

Station officials will not receive tires merely because of their position it was said. Neither will announcers, salesmen, business managers and other staff members. Technicians will receive tires, the OPA said, if employed as repairmen whose work requires that they transport tools or equipment. Transmitter repairmen were cited as one example in the "must" categories set up by the OPA.

OPA officials added, however, that even repairmen who require an automobile or truck in their work may find they cannot obtain tires from their local boards if the board's quota has been taken up by other repairmen whose jobs require that they travel longer distances or make more frequent trips.

Procedure in assigning tires to local boards is determined by the OPA in conjunction with the War Production Board, which designates the number of tires available for the entire country. After the number has been made known, the OPA sends notice to the local boards of the tires they may have, the figures being based on predetermined percentages of the total.

The OPA cautioned stations to determine who in their employ need tires most to carry on the station's operation and then make application to their local boards. It was said the mere fact that an employe is a technician will not be sufficient justification, since it must be shown that the technician's work requires tires.

Chicago Milk Series

MILK FOUNDATION, Chicago, through its new agency, McCann-Erickson, Chicago, has prepared a series of one-minute transcribed announcements to be placed on practically all the stations in the Chicago area to stimulate milk sales. Copy theme is built around a new word, "vemp", a composite of the letters of vitamins, energy, minerals, and proteins.

Atlantic Books Largest Baseball Series

Over 2,000 Games Will Be Carried on 50 Stations

WITH Government announcements featured in commercial messages, Atlantic Refining Co., Philadelphia, on April 14 will open its schedule of major and minor league baseball games on the most extensive system in its seven years of baseball coverage.

Mr. Rollins

Atlantic's Eastern Marketing area will be covered by 50 stations, four more than were used in 1941. More than 2,000 games in six leagues will be broadcast play-by-play, with more than 8,500 station hours given over to the game reports, according to N. W. Ayer & Son, Philadelphia, the Atlantic agency.

More FM Outlets

Again this year Atlantic will broadcast news reports during game breaks, without interfering with play-by-play descriptions. Use of news will be broadened from hookups carrying major league games to all the stations carrying the broadcasts, according to present plans.

As was the case last year, Atlantic will use frequency modulation stations but will increase the number of FM outlets. The New England baseball hookup will include W43B, Boston, and W39B, Mount Washington, associated with Colonial network.

Daily reports of games of three National and two American league clubs—Phillies, Braves, Pirates, Athletics, Red Sox—will be broadcast along with three teams of the International League; six of the Eastern League; two of the South Atlantic League; two of the Piedmont League. Still in progress are negotiations for broadcasting the games of two other International League teams, Rochester and Baltimore.

Special Network

A special Atlantic network of 12 stations in Pennsylvania, Maryland, Delaware and New Jersey will carry home games of the Athletics and Phillies, keyed from WIBG, Philadelphia. Home games of the Red Sox and Braves will be heard on a hookup of 19 stations in Maine, Massachusetts, Rhode Island, Connecticut and Vermont.

For the games of the Pittsburgh Pirates home and away, a new Western Pennsylvania network will be employed. Last year KDKA and WWSW, Pittsburgh, jointly carried the games but KDKA was unable to clear time this year. The reports will originate at WWSW and be fed to WFBG, Altoona; WISR, Butler; WJAC, Johnstown; WKST, New Castle; WMBS, Uniontown.

Joseph R. Rollins, Atlantic advertising manager, in announcing the games said:

"In its seventh consecutive year of sports broadcasting, Atlantic will gear its baseball broadcasting program closely to the nation's war effort. We have planned to devote the major part of our commercial messages to government announcements.

Public Service

"The balance will be devoted to information aimed to keep the public informed of conditions in the petroleum industry and tips to help people to get the greatest possible use from their automobiles, with a minimum wear-and-tear on vehicles and tires. In this way we will be able to make the summer season's broadcasting schedule an even greater public service than was the case in previous years.

"We feel, too, that the extended use of news reports, which will be interjected in the game broadcasts so as not to interfere with the play-by-play descriptions, will enable the listening audience to keep fully abreast of developments in the nation's prosecution of the war and the progress of the war on the home front.

"This should increase substantially the value of the baseball broadcasts not only to the fans themselves, but also to the stations which carry the broadcasts and the local advertisers who use the stations to carry their messages to their own community."

ATLANTIC'S BASEBALL SCHEDULE

MAJOR LEAGUES

Philadelphia Athletics, American League (co-sponsor home games) and Philadelphia Phillies, National League (exclusive all home games: WIBG, Philadelphia; WFPG, Atlantic City; WEEU, Reading, Pa.; WSAN, Allentown; WILM, Wilmington; WGAL, Lancaster; WORK, York; WEST, Easton; WKBO, Harrisburg; WAZL, Hazelton, Pa.; WKOK, Sunbury, Pa.; WBOC, Salisbury, Md. Announcers, Byrum Saam and Taylor Grant.

Boston Braves, National League, and Boston Red Sox, American League (co-sponsor, home games); WAAB, Boston; WCOU, Lewiston, Me.; WLLH, Lowell, Mass.; WEIM, Fitchburg, Mass.; WLNH, Laconia, N. H.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WNLC, New London; WBRK, Pittsfield, Mass.; WEAN, Providence; WSYB, Rutland, Vt.; WATR, Waterbury; WRDO, Augusta; WLBZ, Bangor; WSAR, Fall River, Mass.; WHAI, Greenfield, Mass.; WTHT, Hartford; W43B, Boston; W39B, Mount Washington. Announcer, Jim Britt.

Pittsburgh Pirates, National League (co-sponsor, home and road games): WWSW, Pittsburgh; WKST, New Castle; WMBS, Uniontown; WISR, Butler; WJAC, Johnstown; WFBG, Altoona. Announcer, Rosy Rowswell.

INTERNATIONAL LEAGUE

Newark (co-sponsor road and home games): WAAT, Newark. Announcer, Earl Harper.

Syracuse (co-sponsor home and road games): WAGE, Syracuse. Announcer, Tom McMahon.

Buffalo (co-sponsor home and road games): WGR, Buffalo. Announcer, Ralph Hubbell.

(Note: Negotiations are still in progress with respect to Baltimore and Rochester broadcasts.)

EASTERN LEAGUE

Binghamton (exclusive home and road games): WNBF, Binghamton. Announcer, Jack Hand.

Scranton (exclusive home and road games): WARM, Scranton. Announcer, Claude Haring.

Elmira (exclusive home and road games): WENY, Elmira. Announcer, Bill Pope.

Wilkes-Barre (exclusive home and road games): WBAX, Wilkes-Barre. Announcer, Chuck Whittier.

Williamsport (exclusive home and road games). WRAK, Williamsport. Announcer, Woody Wolf.

Albany (co-sponsor home and road games): WABY, Albany. Announcer, Glen Rand.

SOUTH ATLANTIC LEAGUE

Jacksonville (co-sponsor home and road games): WJHP, Jacksonville. Announcer, Jack Rathbun.

Savannah (exclusive home and road games): WSAV, Savannah. Announcer, Dick Altman.

PIEDMONT LEAGUE

Charlotte (co-sponsor home and road games): WAYS, Charlotte. Announcer, Lee Kirby.

Richmond (co-sponsor home and road games): WRNL, Richmond. Announcer, Hugh Carlyle.

HIGHWAY PROMOTION aimed at motorists are the 13 signs of WJTN, Jamestown, N. Y., placed throughout southwestern New York and northwestern Pennsylvania. Boards are in the patriotic motiff of red, white and blue and call attention to WJTN's position on the radio dial, 1240 kc.

Lukens Steel Spot

FIRST VENTURE into radio advertising was made by Lukens Steel Co., Coatesville, Pa., winner of the Navy "E" award for excellence in production, with a one-hour broadcast of award presentation ceremonies on WJZ, New York; WFIL, Philadelphia, and two other outlets, last week. Lukons, said to be the largest producer of rolled armor plate in the country, made six new all-time production records in 1941 and has set a new high for every month of 1942. Its production rate is 100 percent more than the previous all-time high.

HEARING ON WGST SET FOR APRIL 20

WITH ALL parties agreeing to a continuance of hearing, the license renewal application of WGST, Atlanta, will be given further consideration April 20 upon motion made by Rosel H. Hyde, FCC principal attorney, who presided at the short session held on the case last Thursday.

The session was to have considered the withdrawal of an offer made by Arthur Lucas and William Jenkins, Georgia chain theatre operators, to take over operation of the station and also was expected to consider a letter sent to the FCC by Gov. Talmadge recommending that the Lucas-Jenkins offer be approved by the Commission [BROADCASTING, March 23].

Counsel for WGST, whose licensee is Georgia School of Technology, requested that the hearings be continued so results of a scheduled meeting of the Georgia Tech board of regents could be incorporated in the procedure.

Marcus Cohn, FCC attorney, expressed annoyance at the "piecemeal" procedure of previous hearings and requested the Georgia counsel to hold the board of regents meeting before the next hearing. State Attorney General Ellis Gibbs Arnall, special attorney appointed by Gov. Talmadge for the WGST hearings, agreed to submit the request and said results of the meeting would be included in testimony to be offered April 20.

General Mills on Coast

GENERAL MILLS, San Francisco (Wheaties), on April 2 starts sponsoring alternate broadcasts of baseball games played by San Diego (Cal.) Padres and visiting teams on KFMB, that city, as well as one-hour participation in the odd broadcasts. Contract, placed through Westco Adv. Agency, San Francisco, marks first time the Pacific Coast Baseball League has allowed commercial sponsorship of that member team.

Gulf Summer Change

AS A SUMMER replacement for its *Screen Guild Theatre* program on CBS, Gulf Oil Co., Pittsburgh, on April 26 will take over the *We, the People* program, sponsored on CBS until March 17 by General Foods Corp., New York, which replaced the show on that date with *Duffy's Tavern*. Gulf will sponsor *We, the People* for a 22-week period in the Sunday 7:30-8 p.m. period, but has not announced whether it will continue the show into the fall season. Agency for both Gulf and General Foods is Young & Rubicam, New York.

Schonbrunn Discs

S. A. SCHONBRUNN & Co., New York, on March 30 will start a transcribed spot campaign for Savarin coffee on three New York and one New Jersey station, probably for an eight-week period. Featuring Irene Beasley singing the commercials, the transcriptions will be of one-minute and 30-second duration. WMCA and WQXR will carry 30 per week, and WHN and WPAT, Paterson, 55 each week. Agency is Arthur Kudner, New York.

XUM

Sponsors Juggle Programs for Spring

Seasonal Realignments Affect All Types Of Net Shows

REPORTS on network programs during the last two weeks show a variety of moves by advertisers, some of whom are ending seasonal campaigns, some realigning their five-times-weekly serial shows and others shifting networks, time or products in line with war production demands.

Three new programs are starting on CBS during April, while P. Lorillard Co. is shifting its *New Old Gold Show* to that network from the BLUE on April 29.

In the 9:45-10 a.m. Monday through Friday spot on CBS, formerly occupied by two General Mills serial shows, the company has started *Harvey & Dell* for Gold Medal Flour the first three weekdays, and the last two days will turn over the time to the American Red Cross for a special non-commercial program produced by BBDO, New York.

Gulf Signs 'We'

The *We, the People* program, dropped by General Foods Corp. March 17 in favor of *Duffy's Tavern*, has definitely been signed by Gulf Oil Co. as the summer replacement starting April 26 for its *Screen Guild Theatre*.

Renewals on CBS, all effective in April, include Bob Hawk's *How'm I Doing* for R. J. Reynolds Tobacco Co.; Edwin C. Hill for American Oil Co.; *The Theatre of Today* for Armstrong Cork Co., and *Amos 'n' Andy* for Campbell Soup Co.

The last-named company also is shifting products and agencies for the CBS *Lanny Ross* program on April 6 from Ruthrauff & Ryan for Franco - American spaghetti to Ward Wheelock Co. for concentrated soups.

Continuance through the summer of CBS' *Silver Theatre* show, Sundays at 6 p.m., was in doubt last week as International Silver Co. considered whether to continue the program after April 26 or substitute a special summer program, according to Young & Rubicam, New York.

Mutual, on March 24, gained a sponsor for its Far Eastern news commentator, John B. Hughes, when Anacin Co. took over twice-weekly sponsorship of his talks on 79 MBS stations. The week of April 6 marks the renewal of Gabriel Heatter on Mutual, Tuesday and Thursday nights by Zonite Products, and Sundays by Barbasol Co.

Drama Returns

A second summer replacement program also was set last week with Bristol-Myers Co.'s announcement that Eddie Cantor's *Time to Smile* program for Ipana and Sal Hepatica, heard on NBC, Wednesdays at 9 p.m., will be replaced July 1 by the dramatic program *Those We Love*. Agency is Young & Rubicam, New York.

NBC renewals have been signed by General Foods Corp. for the five-weekly period 5-5:30 p.m., filled by *When a Girl Marries* and *Portia Faces Life*, through Benton & Bowles, New York.

Renewing *Plantation Party* on NBC July 3 is Brown & Williamson Tobacco Co., while the following five sponsors have added stations or will add them to their programs: E. I. duPont Nemours & Co., adds 12 to *Cavalcade of America*, making 29; Colgate-Palmolive-Peet Co. adds 3 to *Bess Johnson*, making 65; International Salt Co. adds 4 to *Wifesaver*, making 24; R. L. Watkins Co. adds 28 to *Manhattan Merry-Go-Round* to make 67, and Anacin Co. adds 18 to *America the Free* to make 79.

On April 13, Procter & Gamble Co. is switching some of its daytime serial on NBC, as well as the products advertised. April 16, Lewis-Howe Medicine Co. is discontinuing one of its NBC shows, *Tums Show Starring Frank Fay*, but will continue the *Horace Heidt* program, Tuesdays at 8:30 p.m.

Advertiser using one of largest hookups of BLUE stations, Bristol-Myers Co., on May 1 is shifting the time of its *Songs by Dinah Shore* program from Sundays at 9:45 p.m. to Fridays at 9:30 p.m., as well as changing the product promoted from Minit-Rub and Sal Hepatica through Young & Rubicam to Mum, product handled by Pedlar & Ryan.

Winchell's Status

Andrew Jergens Co., Cincinnati, has renewed its half-hour period Sundays on the BLUE, although Walter Winchell, who conducts his *Jergens Journal* in the first quarter-hour, may be called to active service in the Navy at any time. Also renewed as of April 19 is the *Good-Will Hour*, sponsored by Ironized Yeast Co.

Only other changes recorded by the BLUE is the shift by Anacin Co. of the 12 Pacific Coast stations carrying a repeat broadcast of *Easy Aces* to the live broadcast; seasonal cancellation by Ralston-Purina Co. of the *Tom Mix Straight Shooters* show, and the cancellation of two Blackett-Sample-Hummert programs, *Monday Merry-Go-Round*, sponsored by R. L. Watkins Co., and *American Melody Hour*, the Bayer Co. show, effective April 13 and 15, respecticely.

Kleindienst's Bonds

ONE of the largest single Defense Bond sales was made March 12 when Alfred Kleindienst, owner of WORC, Worcester, Mass., purchased $55,000 worth of bonds. Amount is the price of a bomber and a half or eight trainers or three pursuit planes.

FEBRUARY AUDIENCE 8% OVER YEAR AGO

REACHING a new peak, nighttime radio listening during February rated 33.2, or 8% higher than February 1941, according to the index of listening just released by the Cooperative Analysis of Broadcasting. February evening listening topped that in January by 2%, the rating for the first month of 1942 being 32.5. Daytime listening was about the same during the first two months of this year, although this February lagged 2% behind the same month of 1941. In issuing its index the CAB warns that the ratings are relative rather than absolute measurements of audience size as they are based on data collected through interviews with set owners in 33 major cities.

WGBG Joins BLUE

WGBG, Greensboro, N. C., has joined the BLUE as a bonus outlet with the Southeastern Group, and bringing the total BLUE affiliates to 116. Owned by the Greensboro Broadcasting Co., WGBG operates on 980 kc., 1,000 watts daytime only.

LUMINOUS-PAINT jackets are used to cover microphones during blackouts at KHJ, Los Angeles. James Burton (left), director of Don Lee network, and Van C. Newkirk, program director, examine the jacket, which glows in the dark (right photo). They are experimenting with other uses for luminous paint around the station.

Contracts of BMI Are Signed by 560, 100 Others Ready

Fast - Growing License List Covers 90% of Industry

BMI's new eight-year licenses have been signed and returned to the industry musical organization by 560 broadcasters, Carl Haverlin, vice-president in charge of station relations, reported last Thursday, adding that more than 100 additional broadcasters have notified BMI by letter, wire or phone that their contracts will be signed and returned in the immediate future.

Stating that in 21 states, every previous licensee of BMI has either taken out the new license or pledged himself to do so, and that the remaining states lack only one or two stations each of being solidly renewed, Mr. Haverlin said that in all the country only two stations have definitely informed BMI that they do not intend to take out licenses.

Wholehearted Support

A third station, he added, has expressed indecision, and about 100 broadcasters have not yet made any response, but with stations accounting for more than 90% of the industry dollar volume lined up behind BMI, including more than 90% of the previous BMI licenses, the industry has demonstrated its wholehearted support of BMI.

NBC affiliates last week received a letter from William S. Hedges, vice-president in charge of stations, outlining the network's position regarding BMI. Similar to that sent by CBS to its outlets the week before [BROADCASTING, March 23], NBC's missive explains that the only reason it was not sent earlier was the network's feeling that it "was quite unnecessary, and that the affiliates of NBC were already determined to do their part in maintaining BMI—which had so valiantly served them during the past year.

The letter continued: "No better indication of the position of NBC in respect to BMI need be given than the report to you that we have executed and delivered on behalf of NBC as a network and for the stations we own and operate, the new eight-year contract with them, conditioned only upon the continued support of BMI by the rest of the broadcasting industry and upon the agreement of our affiliates to pay their proportionate share of the cost of clearance at the source.

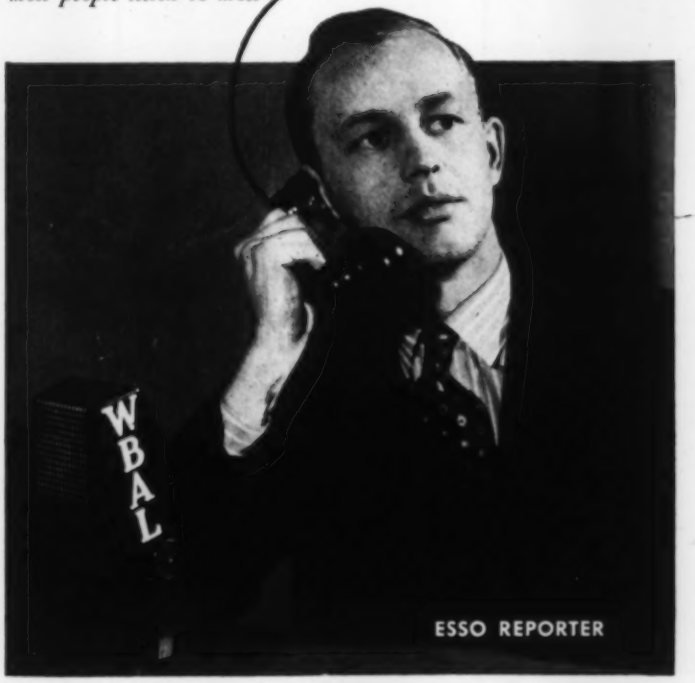
"As a further evidence of our good-will toward BMI, we are paying our license fees six months in advance in order to assist the company during the present between-contract periods. These two things should demonstrate beyond doubt our desire to stand shoulder to shoulder with the rest of the industry in the continued support of BMI."

More Good News About

BUSINESS
in
BALTIMORE

W. H. EVANS, *Manager of Esso Marketers' Del.-Md.-D.C. Division*

NBC RED—*The Network most people listen to most*



ESSO WBAL? Let me talk to the Esso Reporter.

WBAL This is your Esso Reporter.

ESSO We, here in the Delaware-Maryland-D.C. Division of Esso Marketers, want to compliment you on the war-time job you're doing for us.

WBAL Thanks, Mr. Evans, but everyone is interested in *authentic* news these days . . . and I give them headline news right off the U. P. wire.

ESSO That's exactly what you've been doing since 1935 . . . on nearly 9,000 Esso Reporter broadcasts.

WBAL And speaking of figures, don't forget 50,000 . . . my new 50,000-watt voice.

ESSO More power to you! That means more motorists hear how Esso Dealer *Care* Saves *Wear!*

WBAL And may I say your company is far-sighted to keep right on telling motorists how many ways Esso dealers protect their personal transportation.

ESSO Thanks. Let's all drive wisely to Victory. Remember, Care Saves Wear.

Represented Nationally by Eduard Petry & Co., Inc.

Two Stations Seek 1220 kc. Channel

Use of Mexican Wave by U. S. Speculated in Capital

POSSIBLE assignment of 1220 kc., Class I-B channel available for use in this country under the Havana Treaty, in Northeastern Ohio, is being speculated in Washington radio circles, in the light of two pending 50,000-watt applications for the facility.

The frequency, under the Havana Treaty, is assigned to Mexico as a Class I-A channel and is being used in Mexico City by XEB, now using 20,000 watts but having a potential authorized power of 100,000 watts. Arrangements were made under the Treaty that the 1220 kc. channel could be used in the United States in the Michigan area originally earmarked for Detroit. Allocation complications because of adjacent frequency assignments were such that placement of a station on this frequency in Detroit or any nearby area was abandoned.

WGAR, WADC Petitions

Now pending before the Commission are the applications of WGAR, Cleveland, and WADC, Akron, each seeking 50,000 watts on 1220 kc. The application of WADC, is for location of the transmitter at Tallmadge, O., adjacent to Akron.

Repeated mention has been made by the FCC, notably in its network-monopoly report, that the Cleveland area is underserved from the network standpoint. Before a definite assignment can be made in the Cleveland or Akron areas, revision of the agreement with Canada, Mexico and Cuba, on use of a Class I-B station on 1220 kc., is essential.

Because the channel is earmarked for the Detroit area, an exception would have to be made. While no formal word has come from the FCC, it was pointed out that before action could be taken on pending applications for the facility, the matter would have to be cleared with the other nations signatory to the Havana Treaty.

KGNO Request Opposed

PROPOSED denial of the application of KGNO, Dodge City, Kan., seeking to increase its night power from 250 watts to 500 watts with continuance of its present daytime power of 1,000 watts, was announced last Tuesday by the FCC. In its proposed findings the Commission concluded that granting the application of KGNO would result in interference to KGIR, Butte, in certain areas. Accordingly, the application was proposed for denial. Both stations operate on 1370 kc.

Ace's 13th Year

THIRTEENTH YEAR of broadcasting for Jane and Goodman Ace, stars of the Blue Network serial, *Easy Aces*, sponsored by Anacin Co., Jersey City, began with the March 24 show. Around 3,000 episodes and 1,000 different characters have been heard on the series, since Goodman started the show on KMBC, Kansas City, in 1930.

NEW HOME OF WLW AND WSAI

CINCINNATI'S imposing Elks Temple, built in 1923 at a cost of $1,000,000, will be the new and permanent home of WLW, WSAI and WLWO. The Crosley Corp. purchased the structure recently. Included in the purchase was the fraternal order's large pipe organ and the air-conditioning system. Work of remodeling will start soon and it is expected that the new offices and studios will be ready by early summer. The picture shows the entrance and about one-third of the building.

250-Watt Station Given Elkins, W. Va.; Rep. Randolph Is President of Company

SECOND new station grant since the DCB's freeze order of Feb. 12, recommending that the granting of applications for new facilities by the FCC be curtailed except where there is a proven exigency [BROADCASTING, Feb. 16], was made last week when the FCC issued a construction permit to Allegheny Broadcasting Corp. for 250 watts fulltime on 1240 kc. in Elkins, W. Va.

The other new station CP, granted Feb. 17 for a local in Kodiak, Alaska, was rescinded a fortnight ago and designated for further hearing [BROADCASTING, March 23].

Rep. Randolph Interested

Principal stockholder in the Elkins Company, which lists Rep. Jennings Randolph (D-W. Va.), chairman of the House District of Columbia Committee, as president with 1 share, is James A. Wilverding, treasurer and business manager, with 148 shares. Though Mr. Wilverding has no interest in the *Elkins Intermountain*, the only daily paper in that city, he is business manager of that newspaper in addition to being correspondent for United Press, *Clarksburg* (Va.) *Exponent*, *Pittsburgh Press* and *Baltimore Sun*.

Other stockholders are H. C. Clark, stockholder holding less than 5% in the *Wheeling News-Register*, secretary, 50 shares; C. S. Hoffman Jr., Wheeling accountant, 50 shares; E. L. Maxwell, Elkins attorney, vice-president, 1 share.

The grant aroused comment in view of the prevailing shortage of materials and the fact that the construction permit was issued to an applicant with stockholders having newspaper connections. Heretofore the Commission has religiously placed in its pending file, under its Order 79, all applications with even the slightest amount of newspaper control.

At its meeting last week the FCC, presumably under the freeze order, also denied the motion for a grant without hearing of the new station application of South Florida Broadcasting Inc., Miami, seeking 250 watts fulltime on 1450 kc. Of the stock in the applicant company, 98% is held by Carl T. Hoffman, a local attorney, with his secretary H. Hall, having 1%, and L. L. Robinson, another lawyer, 1%. Case will be subject to hearing per the usual FCC procedure.

Designated for hearings were the new station application of Sacandaga Broadcasting Corp., Gloversville, N. Y., 250 watts on 1340 kc.; WCBS, Springfield, Ill., seeking a change to 1170 kc. with increase to 1,000 watts night and 5,000 days; WSOY, Decatur, Ill., applying for a change to 1560 kc. and power increase to 10,000 watts.

SERIALS SHIFTED ON NBC BY P & G

PROCTER & GAMBLE Co., Cincinnati, announces its usual seasonal shift in time for the serial programs heard Monday thru Friday on NBC, starting April 13.

Road of Life, 10:45-11 a.m. on 50 NBC stations and on CBC for Chipso and Oxydol, shifts to the 11:30-11:45 period now occupied by *The Bartons* on 46 NBC stations and *Lone Journey* on 23 NBC stations, both for Duz. *Lone Journey* will not move but advertise Chipso and Oxydol instead of Duz.

Story of Mary Marlin, which advertises Ivory Snow, will move to 10:45-11 a.m. The *Mary Marlin* current spot, 11-11:15 a.m., on 64 NBC stations, and on CBC, will be used by *The Bartons* for Duz.

Vic & Sade, 3:45-4:00 p.m. on 66 NBC stations for Crisco, will exchange time with *Right to Happiness*, 11:15-11:30 a.m. on 69 NBC stations for Naptha.

P & G is also shifting *The Goldbergs*, on 40 CBS stations for Duz, from the 5:15-5:30 p.m. to 2:45-3 p.m. on April 6. On April 13, 16 stations will be added, making a total of 56 CBS stations carrying the program.

The Chipso account is handled by Pedlar & Ryan, New York; Oxydol by Blackett - Sample - Hummert, Chicago; Crisco and Duz by Compton Adv., New York; Ivory Snow by Benton & Bowles, New York.

Brewer to India

SAM BREWER, MBS correspondent in Cairo, Egypt, last week was reported en route to India to cover the battlefronts there. Replacing him on Mutual's Far Eastern news roundups, Sundays at 12:30 p.m., is Leslie Nichols, who will broadcast news from Cairo on the same program with Owen Cunningham from Hawaii and John B. Hughes from Los Angeles. Weekly reports from the Australian front are now being carried on MBS by Frank J. Cuhel, the network's correspondent in Melbourne, who escaped to that city from Java after a perilous 11-day trip in a steamer bombed by the Japanese [BROADCASTING, March 23].

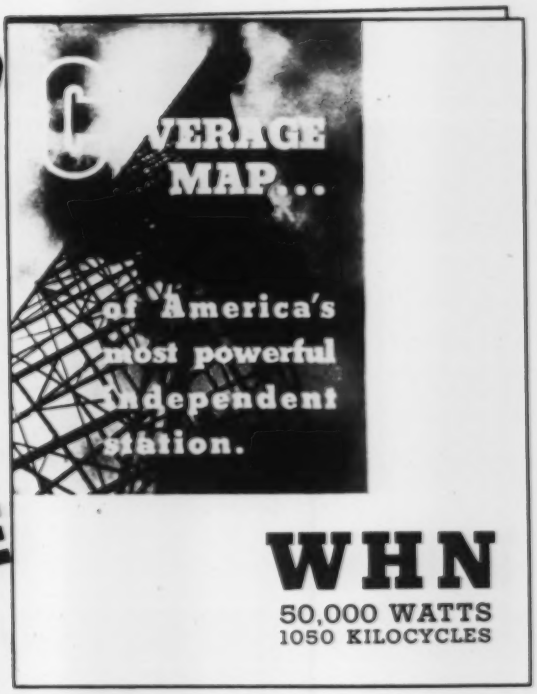
Slosberg Honored

MERVIN K. SLOSBERG, NBC Far Eastern correspondent, has become the first foreign journalist to be admitted as a press gallery member in the Parliament of New Zealand, an event newsworthy enough to be included on the BBC's news roundup from that country. Mr. Slosberg, lecturer and commentator, broadcast from Sydney, Australia, until recently when he was sent to Wellington, New Zealand, by A. A. Schechter, NBC news and special events director, to broadcast from there.

Plan A&P Spots

PARIS & PEART, New York, is working on plans for a spot campaign to promote one of the various divisions of the Great Atlantic & Pacific Co., New York, for a three-week period. To start the end of April, the campaign will probably consist of spot announcements, but no definite details have been announced.

Now in the mail



...a new 50,000-watt Coverage Map with a

BIG INCREASE IN COVERAGE

and

a new Rate-Card but with

NO INCREASE IN RATES

Only some modifications on WHN's "better programming" policy curtailing spot announcements.

Back of that pretty picture of one of WHN's two 410-foot towers is a still prettier picture of the greater WHN Market together with some perfectly wonderful facts and figures which belong in your files.

If you haven't received your copy, let the WHN Sales Promotion Department know and you'll get one in a hurry.

WHN **50,000 WATTS · 1050 CLEAR CHANNEL**

NEW YORK · 1540 Broadway · Bryant 9-7800
Chicago Office · 360 N. Michigan · Randolph 5254

Convention to Get NAB Revision Plan

Board Committee Will Submit Proposal At Cleveland

A PLAN for reorganization of the NAB, "to bring about a more effective distribution of functions and concentration upon important problems and objectives", will be laid before the NAB convention in Cleveland May 11-14 by the investigating committee named March 20 by the full board of directors from its membership.

Cognizant of the need of revamping the organization in the light of the war emergency, the committee, headed by Don S. Elias, executive head of WWNC, Asheville, and of the *Asheville Citizen-Times*, met in New York March 21, the day following its appointment. Retention of a qualified expert on public relations, to serve under the president, was made the first order of business. Prompt steps are being taken, the committee announced, to employ such a man, after which it will undertake a detailed study of the administrative organization.

Committee Named

Appointment of the committee by the NAB Board followed a tense two-day session in New York, March 19-20. The board by overwhelming action signified its support of NAB President Neville Miller and deprecated moves attributed to FCC Chairman James Lawrence Fly seeking a full-scale reorganization of the NAB, including the ouster of Mr. Miller and disenfranchisement of networks [BROADCASTING, March 23].

After disposing of these and other matters during its sessions Thursday and Friday morning, the board late Friday afternoon decided upon appointment of the committee. It was named ostensibly to consider the resolution adopted by the 4th district of the NAB at a meeting in Roanoke March 7, urging designation of a committee to study the management, structure and finances of the trade association, looking toward "greater unity, economy and efficiency".

Appointment of this committee, however, came after previous action voting down the 4th district resolution. While utmost support was given President Miller, the board nevertheless instructed its committee to make a fact-finding study of the entire NAB operation. The detailed plan will not be worked out, however, until a public relations director is selected to replace Edward M. Kirby, who has been on leave of absence for the last year-and-a-half as radio chief of the War Dept. Mr. Kirby shortly will be commissioned an officer and has vacated his NAB post.

Serving with Mr. Elias on the investigating committee are John J. Gillin Jr., WOW, Omaha; Howard Lane, McClatchy stations; John Elmer, WCBM, Baltimore; Edward Klauber, CBS executive committee chairman, and Paul W. Morency, WTIC, Hartford, as an alternate for any member unable to attend. All are not only members of the board but have been prominently identified with NAB activities for a number of years.

Following the Saturday session, Mr. Elias said he felt a "good deal of progress has been made." The committee met for several hours in New York March 21 and decided upon its immediate course "in sensible and dispassionate fashion", he asserted. Mark Ethridge, former NAB president and general manager of the *Louisville Courier-Journal*, operating WHAS, also sat with the committee during a portion of its deliberations by special invitation.

Network Status

It was freely admitted that unless prompt steps are taken to strengthen the NAB, serious complications will develop at the Cleveland convention. Even with a reorganization plan, it was predicted the Cleveland sessions would be hectic, since there are several different schools of thought on the manner in which NAB should function.

The board, in voting down a proposal sponsored by O. L. (Ted) Taylor, KGNC, Amarillo, and executive secretary of Broadcasters Victory Council, which would have deprived networks of active membership in the NAB, except through their managed and operated stations, temporarily at least disposed of one of the most controversial questions regarding NAB organization.

This resolution proposed that the networks themselves be made associate members, without voting privileges and without representation on the board of directors, but that managed and operated stations be entitled to active membership and directorships, where elected at district meetings.

There have been allegations from industry groups and from FCC quarters that the networks have attempted to "dominate" industry affairs through active participation in the NAB and through membership on its board. The board voted to recommend to the convention abolition of the executive committee, but at the same time proposed that the membership provisions be broadened to permit the networks to hold active membership as such in the NAB, in addition to the memberships of M & O stations [BROADCASTING, March 23].

Seek Kirby Successor

The question of the 4th district resolution was the principal informal topic. After the board had voted down the proposal for appointment of a committee, Edwin W. Craig, WSM, Nashville, who had led the group supporting Mr. Miller, himself proposed that the board reconsider its action. It was concluded that a segment of the NAB membership, as represented by the 4th district, was entitled to recognition and that its views should be taken into account. This developed at the fag-end of the two-day board session. Mr. Miller was not present during the executive session discussion which resulted in the appointment of the investigating committee.

Seek Publicity Head

Emphasis was given by the committee to the retention of competent public relations counsel. A man of outstanding calibre, well recognized in the field of journalism or public relations, is being sought.

The committee, after its March 21 session, announced formally it had reached the conclusion that the NAB had suffered during the last year from the extraordinary amount of time Mr. Miller had been compelled to give the internal situation in the industry "because of the launching of various dissident movements threatening the unity of the industry and even the dissolution of the NAB itself."

Moreover, the committee pointed out that, owing to the fact that Mr. Kirby, due to his duties with the Army, had been able to render only nominal service to the NAB, Mr. Miller and his staff had been compelled to assume the burden of carrying on the public relations functions, with the result that "at times sufficient energy was not available for the carrying out of other functions, and at other times it was not possible to be as effective in public relations as would have been desirable."

The committee then made three recommendations as follows:

(1) That the members of the board and all other broadcasters believing in the usefulness and the sincerity of the purposes of the NAB should to the utmost of their ability relieve the president of the organization of the burden of maintaining loyalty and unity within the industry; and

(2) That the NAB employ as promptly as possible a thoroughly competent director of public relations, able under the direction of the president and the board to carry out the public relations functioning efficiently and effectively both to the end of accomplishing a better public understanding of the industry, its purposes and its needs, and to the end of enabling the president to exercise directive rather than a functioning part in public relations activities.

(3) The committee recognizes that it was not possible within the time immediately available to it to exhaust all the functions suggested by its assignment. It therefore proposes a continuing effort to find ways and means to strengthen and streamline the organization. Specifically it proposes that as soon as a public relations man has been employed, further study of the administrative organization be made, in cooperation with the president, in an effort to bring about a more effective distribution of functions, and concentration upon important problems and objectives.

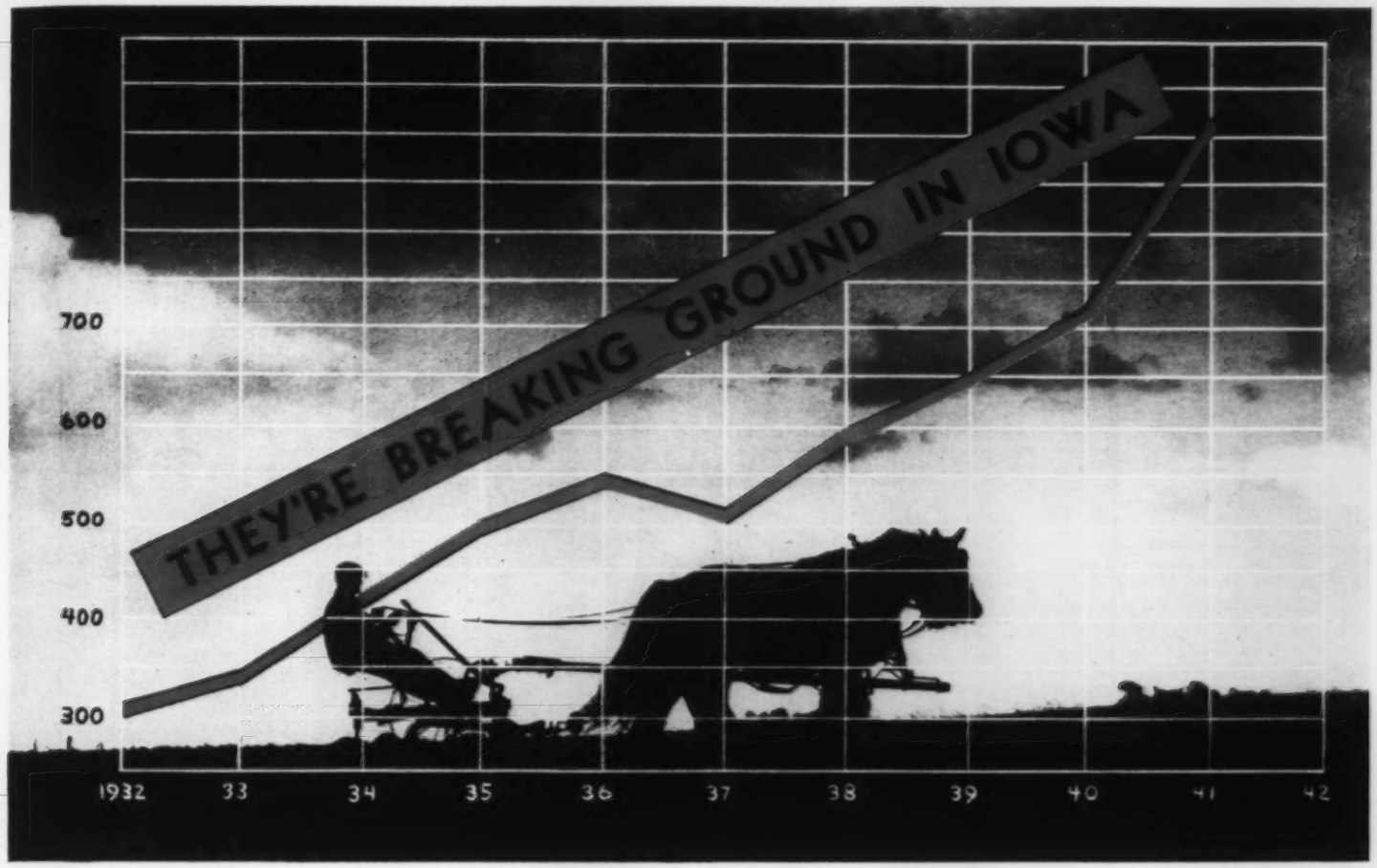
In view of the shortness of time before the next convention, and since no further board meeting is scheduled prior to that time, the committee said it felt the plans it had outlined were acceptable to the board as a whole. The committee said it would try to find a qualified expert on public relations and to make a specific recommendation to this end, if it is successful in its search. It was expected that another board meeting might be held immediately prior to the May convention, for the purpose of considering the detailed plan brought in by the committee.

NO THEATRE MARQUEE, this outdoor illuminated board blazed at the dedication ceremonies of the new Yankee Network studios in Boston March 20. John Shepard 3d, Yankee president, and his entire staff acted as host. With all studios live a special broadcast was carried over Mutual coast-to-coast and later by NBC. Program included a half-hour concert by Heinrich Gebhard, pianist and composer, and break-in of a new organ, claimed largest in radio, with Frank Cronin at the console. Huge sign will be used to advertise major programs of the network.

Press Conventions

SPRING conventions in the newspaper field have been announced for mid-April at the Hotel Waldorf-Astoria, New York, as follows: April 16-18, annual meeting of American Society of Newspaper Editors; April 18-20, National Newspaper Promotion Assn.; April 20, annual meeting of the Associated Press; April 21-23, inclusive, 56th annual convention of the American Newspaper Publishers Assn., with April 22 set aside for a session in charge of the Bureau of Advertising, ANPA subsidiary.

MAJ. EDWARD BOWES' yacht *Go Deo* has been accepted by the Navy, the third vessel he has turned over to the service. In 1940 he gave the Navy his yacht *Edmac* and an auxiliary cabin cruiser *Edmar Ja.*



for a BILLION DOLLAR *Crop*

WMT
600 kc.
Iowa's Finest Frequency
Gives you
the greatest daytime coverage of any Station in Iowa, regardless of power.

IOWA FARM INCOME for 1941 far exceeded all estimates and finally reached the staggering total of $919,515,000, Two Hundred Million Dollars more than 1940, more than any year since World War I. And now comes World War II with demands for "Food and More Food". Present estimate of Iowa Farm Income for 1942, more than a Billion Dollars.

More important, however, to those who have merchandise to sell than the dollars Iowa Farmers take in, is what those dollars will buy. Purchasing power in Iowa and the Corn Country has been spiraling upward, is far above the boom year of 1929.

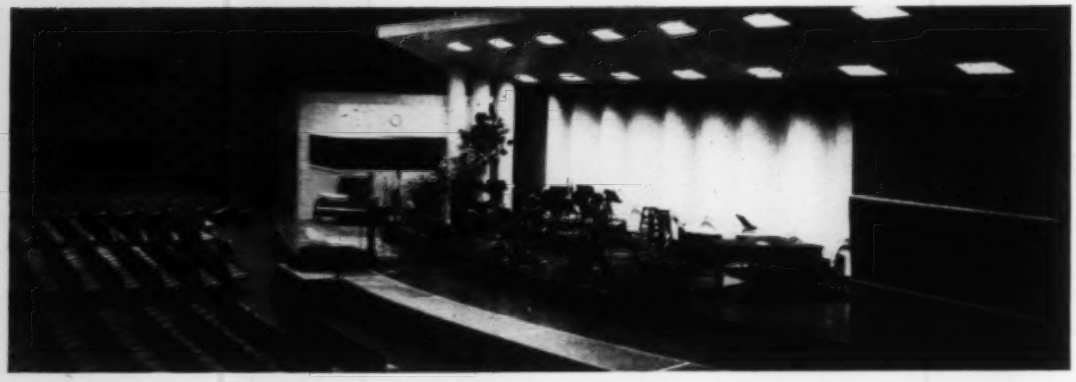
Yes, the Iowa Farmer is a most promising prospect now if you're interested in selling merchandise. But to reach him requires Wide Coverage—that's where WMT comes in. With the Finest Frequency in Iowa, 600 on the dial, it has by far the greatest daytime coverage of any station in Iowa, irrespective of power, and the rates are not 50,000 watt rates, but 5,000 watt rates, *lowest per farm family in the State.* You can reach these prosperous farmers in Iowa and the Corn Country economically by using WMT, "The Voice of Iowa", now. The formula is Sales Power, not just power.

BASIC COLUMBIA NETWORK
CEDAR RAPIDS
5000 Watts Day and Night • 600 K.C.

W-M-T

A COWLES STATION
WATERLOO
Represented by the Katz Agency

XUM



NBC'S STUDIO 8-H in Radio City, New York, recently reconstructed, is described as the last word in modern design and acoustics. A sound diffusing concert stage, built with a series of 16 vertical convex panels in the background and employing acoustical rustications on paralleling side walls for balanced sound, gives more brilliance to studio audiences and provides ideal conditions for microphone pickups. Some 900 upholstered seats have replaced the smaller metal chairs. Decorations are in earthy red, focusing attention on the off-white stage. Leopold Stokowski participated in planning the renovation, along with O. B. Hanson, NBC vice-president and chief engineer, William A. Clarke, NBC designer, and George Nixon, acoustical engineer.

Emotional War Program Appeal Sought At NBC Station Affiliation 'War Clinics'

A PROPOSAL that those responsible for preparing programs dealing with the nation's war effort aim at appealing to the emotions rather than to the intellect was advanced by Campbell Arnoux, manager of WTAR, Norfolk, in a discussion of wartime broadcasting during the meeting of NBC affiliates of the Fourth District, held in Atlanta March 20-21.

Harry Stone, manager of WSM, Nashville, Fourth District member of NBC's Advisory & Planning Committee, presided at the two-day session, third in a nationwide series being held in regional centers by NBC.

Says Programs Are Dull

Contending that the Government is trying to "cram what people should do down their throats in a boring and dull way", Mr. Arnoux criticized the war programs as being overly factual rather than inspirational.

He also protested against too strict Government censorship, stating the belief that it should be relaxed to permit the broadcasting of interviews with members of the armed forces who have had actual war experiences. Backing up this point of view, C. L. Menser, NBC national program director, suggested that perhaps bands, flags and parades might be more helpful than purely intellectual approaches. He added that radio, like the press, is today bound to abide by the censorship rules laid down by the Government.

In a discussion of daytime serials, Mr. Menser expressed the thought that these programs fill a definite need in the lives of the average listeners and that they are just as much a natural part of radio as the same type of story is a part of newspapers, while stories of even less intellectual value find their way into millions of homes through the pulp magazines. Roy C. Witmer, vice-president in charge of Red Network sales, stated that he hoped the serials would continue until someone thinks of a new show or form of daytime entertainment that will have the same power to pull for the advertiser.

Discussing the cancellation of some radio programs by companies whose production of civilian goods has been curtailed by war conditions, the meeting agreed that now as never before there is need for institutional advertising to keep the names of these concerns before the public.

Win War, Hedges Urges

William S. Hedges, NBC vice-president in charge of the tour, which is taking a dozen or more of the network's key executives across the country to discuss with NBC affiliates the problems arising from the first war in the lifetime of broadcasting, urged the station men to do everything in their power to help the country's war program. "Every effort you make to win the war will be more important than any dollar you make in war years," he declared.

Those attending the Atlanta meeting were: Harry Stone and Albert E. Gibson, WSM, Nashville; Allen Stout and S. E. Adcock, WROL, Knoxville; Jess Swicegood, WKPT, Kingsport, Tenn.; Frank M. Headley, WAPO, Chattanooga; W. A. Wilson, WOPI, Bristol, Tenn.; Nathan Lord, WAVE, Louisville; C. J. (Chuck) Wright, WFOR, Hattiesburg, Miss.; Wiley P. Harris, WJDX, Jackson, Miss.; Hugh M. Smith, WAML, Laurel, Miss.; J. Leonard Reinsch, WSB, WIOD, Atlanta and Miami; John M. Outler, Jr., Roy A. McMillan and Marcus Bartlett, WSB; H. K. Martin and W. P. Pape, WALA, Mobile; Howard E. Pill, WSFA, Montgomery; Richard N. Mason and Graham B. Poyner, WPTF, Raleigh; W. C. Irwin and R. S. Morris, WSOC, Charlotte; Harold Essex, WSJS, Winston-Salem; W. Walter Tison, WFLA-WLAK, Tampa and Lakeland; John T. Hopkins 3d, WJAX, Jacksonville; Harry E. Cummings, WJAX-WIOD-WFLA, Jacksonville; Robert E. Mitchell, Walter A. Bower, Jr., and Wilbur H. Havens, WMBG, Richmond; Campbell Arnoux and John W. New, WTAR, Norfolk; J. C. Bell and J. B. Roberts Jr., WBRC, Birmingham; Robert E. Bradham, WTMA, Charleston; Bevo Whitmire and Charlie Peace, WFBC, Greenville, S. C., and G. Richard Shafto, WIS, Columbia, S. C.

* * *

New Programs Outlined

DETAILS of the new program series which NBC has in preparation were revealed by Thomas Rishworth, eastern director of public service programs for the network, at the meeting of NBC affiliates in the Southwest held in Dallas last Monday and Tuesday.

Session, attended by some 30 radio executives, was the fourth in a nationwide series of meetings at which a dozen NBC executives are explaining the effects of the war on network operations and discussing with the station operators the best means of carrying on during the war period. William H. Hedges, NBC vice-president in charge of stations, is in charge of the tour.

One of the new programs is in the religious field, Mr. Rishworth reported, and will feature the music of all faiths, with soloists, a choir of 30 to 40 singers and a 70-piece orchestra. The other new series is designed to tell youngsters between 14 and 21 what they can do to help win the war and will include talks by top-flight writers, music by Irving Berlin and appearances by Judy Garland, Mickey Rooney and other juvenile stars of stage, screen and radio.

During his talk, Mr. Rishworth predicted the development of an exchange of sectional programs, so that NBC can avoid the danger of getting an overabundance of East Coast flavor. This should bring into network radio new ideas that will be important in its future development, he stated.

Campbell Presides

Meeting, presided over by Martin Campbell, manager, WFAA-WBAP, Dallas-Fort Worth, in the absence of O. L. Taylor, head of KGNC, Amarillo, and representative of the Fifth District on NBC's Advisory & Planning Committee, approved the plan of C. L. Menser, NBC program director, for the interchange of both talent and operating personnel between the network and its affiliates [BROADCASTING, March 23].

Attending the Dallas meeting were: Martin Campbell, Miss Patsy Peck, Miss Diane Dale, Alex Keese, Ralph K. Maddox, Ralph W. Nimmons, Karl Lamberts, Stewart Dean, Irvin Bross, Harfield Woodin and J. M. Moroney, WFAA-KGKO, Dallas-Fort Worth; Ed Lally, Roy Bacus and George Cranston, WBAP-KGKO, Fort Worth; B. G. Robinson, KTBS, Shreveport; Kern Tips, KPRC, Houston; Gayle V. Grubb, WKY, Oklahoma City; Ken L. Sibson, Ted Taylor Stations, Dallas; Gene Howe, KGNC-KRGV, Amarillo; Nel Izzard, KGNC; William B. Way and Edward C. Coontz, KVOO, Tulsa; Guy W. Bradford, KRGV, Westlaco; Hugh A. L. Halff, WOAI, San Antonio; Paul Godt, G. E. Zimmerman and C. K. Beaver, KARK, Little Rock; Ray Collins, WFAA, Dallas, and Harold Hough, KGKO, Fort Worth.

Ray Wins at Last

RAY HAMILTON, recently joined member of the BLUE sales staff in Chicago, claims that in many years trying he has never been a winner in any kind of contest, lottery or sweepstakes. However, when numbers were drawn March 18 for the latest draft lottery, Ray's number was 54th to come from the "fish bowl".

CBC Board Meeting

CANADIAN Association of Broadcasters will present briefs on a number of subjects at the meeting of the board of governors of the Canadian Broadcasting Corp. at Ottawa April 13. The independent broadcasters will ask for revision of the existing regulations regarding electrical transcriptions to improve the night use of recordings on small stations between 7:30 and 11 p.m.; request a change in the regulations regarding sponsorship of news to allow such sponsorship; ask for change in the regulation prohibiting price mention; make representations for a change in ruling which prevents an advertiser from using more than one station even in centers where three or more stations are located; ask for the lifting of the ban on commercially sponsored and sustaining news commentators, which was recently permitted for CKLW, Windsor-Detroit.

Ties for Easter, Father's Day

E. & S. CURRIE Ltd., Toronto (men's ties), started a transcribed dramatized spot announcement campaign six days weekly on about 25 Canadian stations for Easter and Father's Day promotion. Account was placed by Tandy Adv. Agency, Toronto.

STANDOUT

SERVICE TO EDUCATION IN COLORADO

KLZ Denver

5,000 WATTS—560 Kc.

AFFILIATED IN MANAGEMENT WITH THE OKLAHOMA PUBLISHING CO. AND WKY, OKLAHOMA CITY ★ REPRESENTED BY THE KATZ AGENCY, INC.

Pellegrin and Hymes Analyze Proposal of Volume Discount

Pros and Cons of Question Taken Up in Detail As NAB and Agency Viewpoints Are Analyzed

Rate structures and discount systems are topics of perennial interest to both broadcasters and timebuyers and themes of endless discussion whenever the two get together. As a preview of the business sessions of the forthcoming NAB Convention, to be held in Cleveland in May, BROADCASTING *herewith presents an exchange of correspondence between John Hymes, timebuyer for Lord & Thomas, New York, writing in his official capacity as chairman of the timebuyers committee of the American Assn. of Advertising Agencies, and Frank E. Pellegrin, director of the NAB department of broadcast advertising. Both letters are reprinted in condensed form.*

MR. HYMES TO MR. PELLEGRIN

The other day I received a letter from a station manager regarding a proposed new rate structure for his station. In that letter he wrote: "Most stations are operating on a frequency discount, as are we, but I am of the belief that this is unsound, and in many instances unfair. If a client purchases 260 of our lowest priced units, his frequency discount is 25%; if he buys the same number of hours his frequency discount is the same, although his expenditure is more than 20 times that of the lowest priced unit buyer. I have in mind a dollar volume discount."

Mr. Hymes

I am sure you will agree that this station manager's basic idea of favoring the volume time user with a premium discount over the low cost time user is an excellent and a sound one. However, in adopting the proposed dollar volume plan, the small advertiser is peralized while the large advertiser is benefitted.

While this plan is not fair or practicable, it contains the nucleus of an idea for a revised rate structure which I should like to suggest to other station managers who have the same feeling against the present unfair frequency discount structure.

Minimum Point

The basic idea of this rate structure is to grant a dollar volume bonus discount, but only on the time periods and corresponding frequencies that earned it. In setting up this bonus discount a minimum dollar volume point must be reached. For example, suppose a station has a gross evening hour rate of $200 and an evening announcement rate of $20, with frequency discounts of 10% for 26 times, 15% for 52 times, 20% for 104 times and a maximum discount of 25% for 250 times.

I would suggest a minimum dollar volume bonus discount base of $5,000, which is the gross cost of 250 evening announcements, and a maximum dollar discount base of $20,000, the gross cost of 100 evening hours. The discount table would look as follows:

$ 5,000 to $ 9,999	2½%
$10,000 to $14,999	5%
$15,000 to $19,999	7½%
$20,000 and over	10%

To retain the simplicity of rate cards which is so desirable, this bonus dollar volume discount could be worked into the rate card with the frequency discounts, showing the combination of dollar volume and the frequnecy discounts on the rate card. For comparison, below are the rate structure of the example station on the old frequency discount basis and on the new frequency plus dollar volume discount basis.

A Present Frequency Discount Basis

EVENING

	1	13	26	52	104	250
1 Hour	$200	$190	$180	$170	$160	$150
½ Hour	120	114	108	102	96	90
¼ Hour	80	76	72	68	64	60
1 Minute	20	19	18	17	16	15

DAYTIME

1 Hour	100	95	90	85	80	75
½ Hour	60	57	54	51	48	45
¼ Hour	40	38	36	34	32	30
1 Minute	10	9.50	9	8.50	8	7.50

B Frequency plus Dollar Volume Bonus Discount Basis

EVENING

1 Hour	$200	$190	$175	$160	$140	$130
½ Hour	120	114	108	99	90	78
¼ Hour	80	76	72	68	62	52
1 Minute	20	19	18	17	16	14.50

DAYTIME

	1	13	26	52	104	250
1 Hour	100	95	90	82.50	75	65
½ Hour	60	57	54	51	46.50	40.50
¼ Hour	40	38	36	34	32	28
1 Minute	10	9.50	9	8.50	8	7.50

Dollars volume discounts included in above rates as follows:

$ 5,000-$ 9,999	2½%	$15,000-$19,999	7½%
$10,000-$14,999	5%	$20,000 and over	10%

If dollar volume discounts become applicable between or beyond frequency brackets, these additional discounts apply according to contract.

As can easily be seen from a comparison of the two rate structures, the dollar volume discounts are worked in with the frequency discounts, as earned, and become applicable on a sliding scale in accordance with the volume of purchase. For instance, the dollar volume discounts first appear on the rate card on the 26 time frequency of the evening hour rate, the 52 time frequency of the half hour rate, the 104 time for quarter hour rates, and the 250 time frequency for the announcement rates. Thus, this new rate structure does not make the estimation of spot schedules any more difficult than it is on the present basis. On this new plan a fair evaluation of discount is granted without any penalty from the present structure to the small advertiser.

Undoubtedly many station managers will object to this new rate structure since it will actually mean a slight reduction in rates in the form of greater discounts. However, this reduction will only affect large volume users of time and actually, it might serve to encourage the greater use of them. Hence it will benefit the stations in the long run. At any rate, in no instance is this increased discount greater than the 10% 52-week rebate which is granted at present by some of the stations. I am sure you will agree with me that this new basis is sounder evaluation of discounts than is now in use on the straight frequency basis. In my opinion, this new structure is a sound one and one which will greatly benefit the spot radio industry.

Small World

BEN GAGE, NBC announcer who succeeded Bill Goodwin when the latter was signed for the *Burns & Allen* show, is now a private at Camp Haan, Cal. And, coincidentally, one of his first duties was to make advance arrangements for the *Burns & Allen* show of March 31 from that Army post.

WRGB Named For Baker

HONORING Dr. W. R. G. Baker, vice-president in charge of the radio and television departments of General Electric, the company's television station in Schenectady has been given the call letters WRGB. Dr. Baker served as a chairman of the National Television Standards Committee, instrumental in setting up standards for commercial telecasting. After GE secured the call letters from the FCC, it was discovered the same letters had been given the police transmitter at Wellsville, O. Authorities there relinquished the letters so they could be applied to the Schenectady station.

MR. PELLEGRIN TO MR. HYMES

Thank you very much for your letter of Feb. 12 regarding radio discounts, and you are right in believing that any subject affecting rates is of great interest to the NAB Sales Managers Division. We shall be glad to study all proposals thoroughly, and if a better system can be worked out we would be the first to endorse it.

Mr. Pellegrin

Two basic points should be kept in mind, as representing the thinking of a substantial number of broadcasters:

1. That radio rates in general are too low.

2. That radio is already overdiscounted; that present discounts are too high. This group maintains that a maximum discount of 25% is excessive and hardly in accord with sound business practices.

Thus any movement to allow new or additional discounts will meet opposition. Aside from this, one might grant that the *amount* of the discount is one thing, while the *form* or the basis for the discount is something else, and it is this latter point that your letter really covers.

Unit Problem

A system of discounts based only on dollar volume fails to take into consideration the rate differential on the different time units, whereby a minute evening announcement costs, for example, $20, but a 15-minute program costs only $80, or only four times as much (instead of 15 times as much); a 30-minute program costs $120, or only six times as much (instead of 30), and a 60-minute program costs $200, or only 10 times as much (instead of 60). Thus, the big volume advertiser already gets his additional discount (although we don't call it a discount). In this case, the discounts amount to 73%, 80% and 83%, respectively, off an extension of the 1-minute rate.

I grant that the program buyer does not get all this time in commercials; that the NAB Code provides for daytime maximums of 3:15 minutes on quarter-hours; 4:30 on half-hours and 9:00 on hours, and evening maximums of 2:30, 3:00 and 6:00 respectively. But the other minutes devoted to program content are worth a lot to the advertiser, too, or we obviously wouldn't have any program sponsors. All advertisers have the privilege of selecting the radio service they wish; programs or announcements.

The "big volume" advertiser is almost invariably a user of *program* time, and already gets the big "discounts" mentioned above. For those few big-volume clients who buy announcements in huge

(Continued on page 45)

The Winnah!

WNAX A Consistent Sales Winner For Advertisers!

It takes plenty of SOCK to drive home an effective SALES PUNCH in this big five state BILLION DOLLAR MARKET. To effectively cover this market of nearly 4,000,000 people is no job for "bantams" . . . it requires a "heavyweight champ."

WNAX the BIG station, with its favorable wave length, soil conductivity, and distance from other network stations delivers the necessary "haymaker" to unlock the purses of this rich five state territory.

Perhaps that's why advertisers are now backing "the champ" with the largest commercial schedule of any station in the territory. WNAX has an amazing record of consistently delivering MORE results at less cost. We would like to send you some startling facts and figures. Write WNAX, or call your nearest KATZ AGENCY office.

IT'S *Economical* TO BUY THE *Big Station*

AFFILIATED WITH CBS

A BILLION DOLLAR MARKET

5000 WATTS

C. P. 5000 WATTS NIGHT

WNAX

SIOUX CITY, IA. ★ YANKTON, S. DAK.

570 KC.

A COWLES STATION

Represented by the KATZ AGENCY

Gillette Resuming MBS Fight Series

Mike Jacobs Bouts Scheduled Another Year, Says Spang

GILLETTE SAFETY RAZOR Co., Boston, will sponsor broadcasts of the boxing bouts staged by promotor Mike Jacobs on MBS for another year, it was announced last Monday by J. P. Spang Jr., president of the razor company. Renewal goes into effect June 1 and is of one year's duration with an option to renew for another year.

Rights to the bouts were secured by MBS and sold to Gillette last spring, becoming effective June 1, 1941, when the contract between Jacobs and NBC-Blue, which had broadcast them for five years previously under sponsorship of Adam Hat Stores, expired.

Suit Dismissed

NBC filed suit, claiming that Jacobs had given a renewal, but the case was dismissed. During the last ten months, MBS and Gillette have broadcast 25 fights, including the title bout between Joe Louis and Abe Simon last Friday.

Renewal was announced by Mr. Spang during a broadcast on MBS March 23, when a number of leading sports writers gave their predictions on the length and outcome of the Louis-Simon fight. In his talk, Mr. Spang said that the decision to renew was prompted in large measure by the contributions of such broadcasts to the national war morale, citing President Roosevelt's approval of continuing sports events during the war. He pointed out that the Louis-Simon fight was to be sent by shortwave to American soldiers throughout the world, in addition to the 176 United States stations and 25 Canadian stations broadcasting the bout by longwave.

WGEA and WGEO, General Electric Co. shortwave stations at Schenectady, sent the description of the bout to Latin America, and on the following day WGEA rebroadcast it to AEF troops in England, Ireland and Iceland. Troops in Hawaii, the Philippines and Alaska received the broadcast via KFRC, San Francisco, to KGMB, Honolulu, and KHBC, Hilo, Hawaii.

Maxon Inc., New York, is the agency in charge of Gillette advertising.

N. Y. Health Series

NEW YORK Tuberculosis & Health Assn., for its 1942 "Early Diagnosis" campaign, has planned a series of 26 morning and afternoon broadcasts by noted doctors and educators to run through the month of April on seven New York stations, including WQXR, WNYC, WABC, WOR, WBNX, WMCA and WNEW. Also scheduled are a series of daily spot announcements on New York stations WINS, WEVD, WNEW, WHOM and WOV. The radio portion of the campaign is presented in cooperation with the Medical Information Bureau of the New York Academy of Medicine.

THE 20 BEST RADIO ADS

Kansas State Professor Lists His Choices Of Best Copy Last Year

The survey of which this is a summary was undertaken by Prof. Heberer of his own accord and without any previous arrangement with, or knowledge of, this publication. He advises us that it covered all trade journals in which radio stations and networks placed advertising last year.

By H. M. HEBERER
Professor of Radio Advertising
Kansas State College of Agriculture and Applied Science

THE BATTLES of Bataan, Burma, Dutchman and others are putting the little fellows in the headlines. Once more it is being demonstrated that bigness and effectiveness aren't necessarily bedfellows. The Mighty Mites who know how to use what they have are doing pretty well in this war.

What about the little fellows in advertising? Are they getting the job done? From what I have learned in choosing the 20 best advertisements used by radio stations and networks in the trade journals during 1941, I'd say that the little fellows in radio are in there punching. They may not advertise as extensively as the big stations and national networks; but in proportion their advertising is definitely as effective.

To show what is being done I divided the networks into two classifications—national and regional. For the stations I used three divisions, according to power—stations over 10,000 watts; stations from 5,000 to 10,000 watts; stations under 5,000 watts.

In this way it was possible to choose the best advertisements in each group. No attempt was made to limit the number of representative ads in any group. I decided to find what I considered were the 20 best ads. Among them, each of the classifications was to be represented by the best advertisements from each division.

The result: Two national networks were included; two regional networks; eight stations over 10,000 watts; four stations between 5,000 and 10,000 watts; four stations under 5,000 watts.

The advertisements were chosen as "best" on the basis of the effectiveness of their eye-appeal and their copy. An analysis of the types of eye-appeal shows that nine of the advertisements used cartoons. These represented the Columbia Broadcasting System, the Z-Bar Network, WCCO, KMOX, WHO, KGO, WCSC, WFDF, WRNL.

Second in popularity among the eye-catchers were photographs and catch phrases; four of the ads used each of these. WABC, WOR, WIBW and WEEI used photographs; the Don Lee network, WWL, WAVE and WBT used catch phrases. Format was the attention getter in the advertisement chosen for the NBC Red Network and WLW. KINY used the totem pole symbol familiar in all of their ads.

The copy in the advertisements covered a wide variety of subjects — coverage, public service, local programs, spot advertising, available markets, defense, sponsor testimonials and success stories, local tie-ins, advertising philosophy, history. While coverage was the most popular subject the advertisements which were chosen using that trite subject for copy handled it in an outstanding manner. It is a pleasure to note that stations are broadening the scope of their copy.

As we conclude with 1941, I shall remember with distinction NBC's *The Story of Two Novembers*, WLW's *Planning for Tomorrow's Problems Today*, WBT's *Blew a 50,000-Watt Bugle*, WHO's happy cartoons from a happier decade, WEEI's freckled boy, and WFDF's clever cartoons and captions.

And most of all, No. 1 on this Hit Parade, the year's "$64" ad, WOR's *Dear Mom*.

The Twenty Best Advertisements Used By Stations IN TRADE JOURNALS DURING 1941

NATIONAL NETWORKS

Columbia Broadcasting System . . . A Pen and Pencil Study.
A success story of the *Take It or Leave It* show for Eversharp.
National Broadcasting Co. Red Network . . . The Story of Two Novembers.
Fifteen years of network broadcasting.

REGIONAL NETWORKS

The Z Network . . . The Three Bulls (Cartoons).
Any one in this series dealing principally with coverage.
Don Lee . . . To Hell With . . .
Comparison of the Pacific Coast market with the rest of the country.

STATIONS OVER 10,000 WATTS

WLW . . . Planning for Tomorrow's Problems Today.
Discussion of the philosophy of continued advertising when business is good.
WCCO . . . Here's Your Vermont, Mr. Great Horned Owl.
Some listener results from a local program.
WBT . . . WBT Blew a 50,000 Watt Bugle.
Story of a Public Service feature.
WABC . . . For 15,000,000 Listeners.
Picture of new transmitter and what it does for listeners in the New York area.
KMOX . . . KMOX Goes A-Visiting.
Story of a Public Service feature.
WHO . . . *Can't* You Forget That Iowa Station.
Coverage.
WOR . . . Dear Mom.
Success story for program told by a cat.
WLW . . . Local Interest in New Orleans.
Any one in this series of tie-ins with interesting things about New Orleans.

STATIONS FROM 5,000 TO 10,000 WATTS

KGO . . . A Lot of People We Know Won't Listen to This Program.
Success story of a local program.
WAVE . . . Kentucky Place Names.
Any one of this series dealing with sales and playing on names of villages in Kentucky.
WIBW . . . Our Family.
Coverage using photograph of a row of mail boxes.
WEEI . . . Concerning Spots.
Spot advertising using photograph of freckled boy.

STATIONS UNDER 5,000 WATTS

KINY . . . Totem Pole.
Available market.
WCSC . . . Our Boom Is Different.
Increased business in a defense area.
WFDF . . . Cartoons.
Any one in this series of clever cartoons and captions.
WRNL . . . They Wanted to Sign a Five Year Contract.
Program success story.

MacArthur's Talk Heard And Broadcast by MBS

A FEW DAYS following a request by MBS to bring Gen. Douglas MacArthur's voice from Australia, Gen. MacArthur was heard March 20 during a description of his arrival in Melbourne on a shortwave broadcast being monitored by WOR, New York. After greeting the Australian, Dutch and American press, the General read a brief prepared message, later released in the United States. WOR's recording of his message, which brought the American people Gen. MacArthur's voice for the first time since he left the United States was rebroadcast on MBS. Mutual's request for authorization for a shortwave broadcast was made to the War Department by Fulton Lewis jr., commentator, offering facilities for the talk at any time convenient to Gen. MacArthur. Radio equipment on Bataan Peninsula did not permit voice transmission.

Morrison Elected

FRED MORRISON, of MBS, was elected president of the Radio Correspondents Assn. at a meeting last week. He succeeds H. R. Baukhage, NBC, who becomes a member ex-officio. Other officers are: Eric Sevareid, CBS, vice-president; Francis W. Tully Jr., Yankee Network, secretary; Earl Godwin, NBC, treasurer. Officers will be installed at the annual dinner to be held later in the spring.

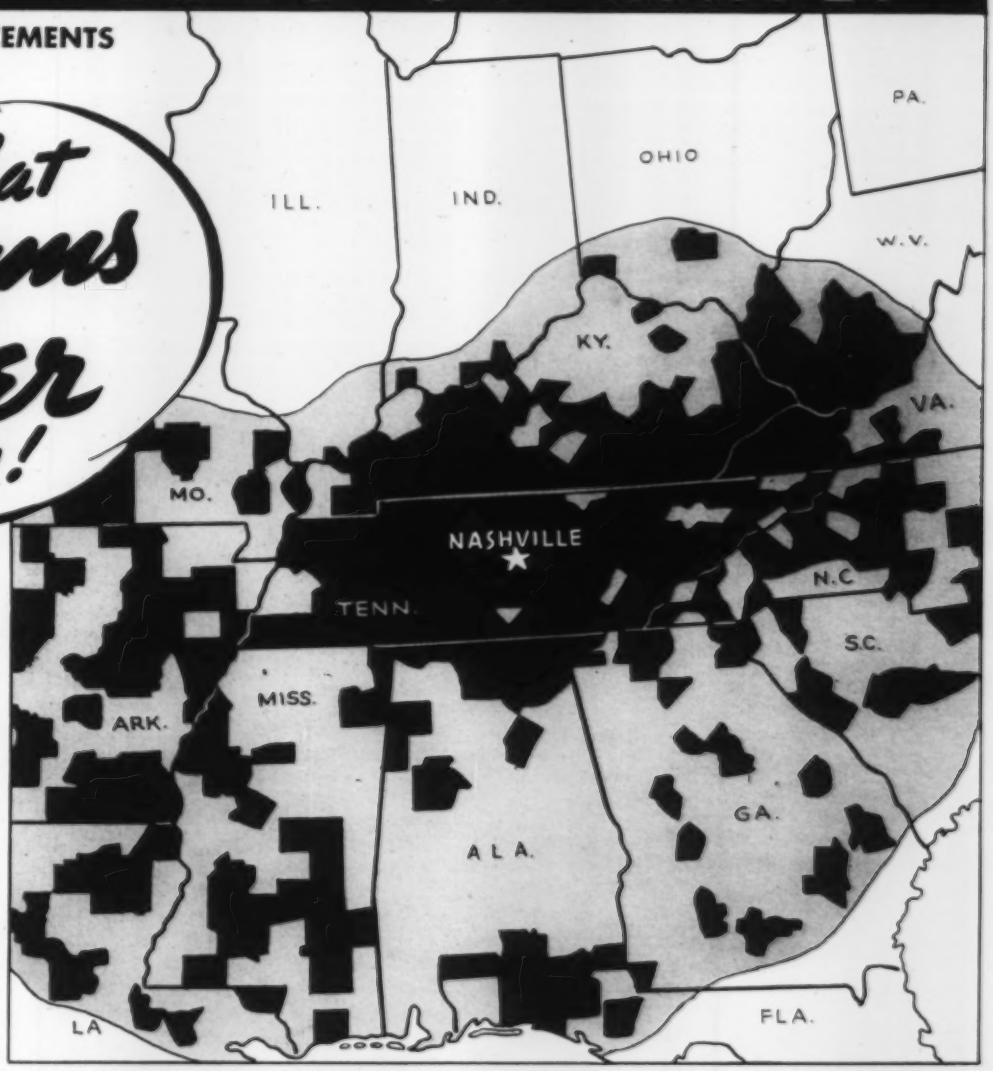
Lucy Monroe's Bond Tour

FIRST of the radio and concert artists to give up commercial activities for fulltime war service, Lucy Monroe, soprano, is conducting a country-wide tour sponsored by the Treasury and RCA Victor Co., to promote the sale of defense bonds and stamps.

3,500 PIECES OF MAIL!

— FROM 12 ANNOUNCEMENTS

Here's what Programs and Power can do!



LEGEND ■ ACTUAL MAIL RESPONSE WHILE ON 5,000 WATTS
□ THESE GAPS SHOULD BE FILLED IN WHEN WLAC GOES TO 50,000 WATTS

● Recently one of the South's leading radio advertisers made a simple "free picture" offer on 12 half-minute announcements over WLAC. This offer brought 3,500 pieces of mail from 834 towns in 18 states.

This response came while WLAC was still operating on 5,000 watts. Think how much greater response in coverage WLAC will obtain when it goes to 50,000 watts, sometime in the very near future.

WLAC

NASHVILLE, TENN.

going soon to 50,000 WATTS

F. C. SOWELL, MANAGER
★
J. T. WARD, OWNER
★
NASHVILLE'S CBS OUTLET
★
PAUL H. RAYMER COMPANY
NATIONAL REPRESENTATIVES
★

THE STATION OF THE GREAT TENNESSEE VALLEY

XUM

How to Care for Transmitter and Tubes

Wartime Shortage Requires Caution in Handling Equipment of Stations

This article should be required reading among the technical staffs of every broadcasting station in the land. Mr. Singer draws upon his own experience, as well as the experiences of others related at the recent Broadcast Engineering Conference at Ohio State U, to tell broadcast engineers how to maintain transmitter plants and how to lengthen the life of tubes—vital problems for all stations in view of the wartime shortages of critical materials. Mr. Singer prepared this article at the request of BROADCASTING, *but further details of the tube conditioning unit which he worked out in collaboration with Bell Laboratories engineers may be obtained without cost either from him or Western Electric Co.*

By CHARLES H. SINGER

Technical Supervisor, WOR-W71NY, New York

TO OPERATE and maintain a transmitter is a man-sized job.

During these times when materials are scarce, we must do some very careful planning on how we can keep our station protected and running efficiently to prolong longevity during the material shortage period. We must study our station and try to foresee difficulties and do what we can to substitute for each part.

Mr. Singer

What to Do

How to go about it?

Economize as you never did before. Get the longest possible service out of every *tube* as well as every *nut* and *bolt*.

At WOR, spare parts are classified and kept in ordinary cardboard transfiles, costing $1.29 each. The contents of the transfiles are clearly marked on index cards attached to each transfile.

Tube lockers, used to store spare tubes, are ordinary standard office lockers made of metal and painted to a suitable color. Tube racks, which hold each individual tubes in an upright position, are made of plywood or any suitable material handy and drilled to accommodate different size tubes. The lockers may also be used for storage of logs, forms and other data.

For fewer carrier breaks and less program loss, two factors become of prime importance:

1. The dependability of the transmitter.
2. A systematized plan of operating and maintenance practices which are followed hour by hour, day and night, year in and year out.

These plans may be set down in book form, such as are used at WOR. They list every routine duty to be performed, as well as the handling of any emergency which may arise. Every procedure is described in the minutest detail and we feel that these manuals tend to tell a man *why* he is doing a job as well as *how*.

If you run into difficulty in compiling your routine manual, we at WOR will be glad to offer helpful suggestions.

A permanent record is kept of each tube's current reading, so that comparisons can be made from week to week.

From past records the approximate end of the tube's useful life can be predicted. Thus, instead of risking tube failures on the air, the tube may be removed from service before complete failure can occur. X-rays taken of tubes help the operators to understand more clearly just what happens when a tube fails:

A 10 kw. station can maintain its transmitter in 10 hours per week.

A 5 kw. station in 8 hours per week.

A 1 kw. station in 6 hours per week.

Stations of lesser power can effectively do their maintenance in 4 hours per week.

But always keeping in mind that continuous inspection, proper attention to circuit changes, as evidenced on your logs, and passing information to your fellow coworkers is absolutely essential.

Trouble anticipation takes a good routine together with careful operation. For example:

Warm and hot spots may be evidenced in condensers. This condition may take from months to years to become evident and if you find this to be the case, remove the condenser and put it in a circuit where its requirements are not so stringent.

Relays are another prominent source of trouble. They should be cleaned monthly, using a very careful and well planned routine.

Four Main Points

Resistors are the most difficult place to anticipate trouble, but experience has shown that aside from overload, the first indication is discoloration, the second faulty connections. Resistors should be measured three times per year, in some cases more often. They should receive nightly inspection. It is in such failures in the transmitting circuit that your master operating log will help to indicate circuit changes which facilitate the maintenance crew to help find the faulty part.

Our experience has shown us that the four most vital and vulnerable points of transmitter maintenance are, in this order: (1) tubes; (2) condensers; (3) relays; (4) resistors.

These vital points should be checked *regularly* and a permanent record of current, capacity and resistance measurements kept in the appropriate section of maintenance books.

Naturally, successful operation ultimately rests in the hands of the technicians. Ability, neatness, consideration and cooperation are the essential qualifications. Originality, too, rates high, for the station lends an eager ear to new ideas. The technician who takes his watch seriously, digging into the job for all he is worth, is the one best fitted to shoulder greater responsibilities later.

In practically all types of radio transmitters, through the ingenuity of the radio engineer, it is possible to make repairs and replacements of all vulnerable parts except the vacuum tube which, as we all know, is the very heart of a radio broadcast station.

Some manufacturers of radio tubes have indicated that materials are becoming more scarce and the quality of the elements is tapering off.

It is obvious that, regardless of the high standards previously maintained by the makers, the poorer quality of tube elements will have an effect on the performance and life of tubes.

Gassy Tubes

Regardless of the rigid inspection a manufacturer puts in all parts to see that they are free of checks, blisters, surface scales, and high voltage treatment of the tube at potentials far in excess of that used in transmitters in the field, etc., some tubes at the station will become gassy.

It has been said that no material or progress known today can provide a tube entirely free of air or gas.

There are many factors that enter into the life of tubes. The main ones are as follows: Filament voltage, plate voltage, operating temperature, amount and nature of residual gas in tubes, etc.

Tungsten Filament Tubes

The source of emission is quite evident and operates at fairly high currents as compared to other types. If direct current is used on the filaments, the plate and grid circuit returns are usually connected to the positive filament terminal. It is because of this connection that you strongly consider reversing the polarity each week, since it is the additional current of these two circuits that flow through one side of the filament. If left in one position, the result will be the gradual thinning of one side of the filament, which ultimately will re-

State Dept. Files Protest to Mexico On 150 kw. Outlet Assigned to Juarez

PURSUING complaints of stations in this country and of the FCC, the State Department last Thursday submitted to the Mexican Government formal protests against assignment of a 150,000-watt broadcast station at Juarez, across the border from El Paso, on the 800-kc. clear channel.

The Department transmitted protests on grounds that interference would be caused to reception in this country and that under the Havana Treaty, the 800 kc. channel properly should be assigned in the Province of Sonora, remote from the border.

Previously, advices had been received in official quarters that XELO, licensed to W. E. Branch, an American, had been authorized to remove from Tiajuana to Juarez, using the same call letters. Originally, the report was that the station would begin operating March 15. Subsequently, while it was ascertained that the station was being installed, a March 29 starting date was given.

Acting Secretary of State Sumner Welles, it is reported, transmitted the protests to the Mexican Government. The Chamber of Commerce of El Paso, as well as stations which feel they would be adversely affected, had registered complaints.

It is pointed out that a station with 150,000 watts on 800 kc. at Juarez would cause serious interference to such stations as WFAA-WBAP, on 820 kc. at Dallas-Fort Worth, as well as to the stations on adjacent or neighboring frequencies. Engineers contend the high-power station also would tend to blanket broadcast operations in the El Paso-Juarez area.

Under the treaty, it was generally understood that border stations, as such, would be eliminated except where they are designed to serve Mexican rather than American nationals. The Mexican law provides that Americans may not be licensees of Mexican stations, but such licenses are held through Mexican corporations controlled by Americans. It was reported the XELO operation would fall in that category. On the question of location, however, it was felt that the 800 kc. channel properly could not be assigned to Juarez, when it is specifically earmarked for the Province of Sonora.

Too much, perhaps, has been said too often about Central New York as a "rich industrial market."

It completely overlooks the fact that here is a tremendously wealthy *farming* area as well. Its 75,726 farm families —48% of all those in the state—produce 5 per cent of the total value of the country's farm products . . . an annual farm business of $131,154,000.*

WSYR—with its new five fold increase in power—reaches, influences and *sells* all of Central New York and then some—24 counties by latest survey. Why not get in touch with us for details?

The "Perfect Combination"

5000 WATTS at 570 KC.

WSYR

SYRACUSE, NEW YORK

Col. H. C. Wilder, Pres.

NOW BASIC NBC RED REPRESENTED BY RAYMER

sult in premature failure of the tube.

The filament and bias voltages should be checked weekly, using a standard calibrated meter. The filaments should be checked at the terminals. In this way a precision check is made on the transmitter voltmeter and it may be set to read the proper value.

Zero adjustment of this vital tube filament voltmeter should be checked each day that the transmitter is off the air.

By decreasing the filament voltage 5%, the life of the tube is doubled. This can easily be done in transmitters with slight effect on peak powers, distortion or carrier shift. In fact, peak currents amounting in value to the total emission available may be drawn continuously without damage to the filaments. Reference to the tube manufacturer's chart will reveal data on filament saturation versus peak grid and plate currents reaching total emission value.

Voltage vs. Hours

A quick glance at some figures will show the effects of filament voltage versus total hours of useful life.

	Fil. Volt.	*Useful Hours*
Decrease	90%	400%
"	95%	195%
"	100%	100%
Increase	105%	50%
"	110%	26%

In many transmitters, because of the excess amount of emission designed into tubes of this type, it is possible to insert dropping resistors in series with the filament leads and achieve many hundreds of additional hours.

In transmitters of the WE 306-A type, it is strongly urged that you drop the filament voltage of the 2nd P.A. stage from 20 to 19 volts, since all the emission is definitely not needed and tube life is extended to possibly 30,000 hours, with little or no effect upon the positive peaks or distortion.

Much discussion may come about by the increase of transmitter distortion versus decrease of filament voltage. This factor should be given individual consideration dependent upon the spare tubes you have on hand or are in a position to get.

Thoriated Tungsten Filament

The source of emission is a layer of thorium on the filament surface which during operation is constantly being removed by evaporation and attraction towards the plate. The thorium is constantly being replenished from within the wire during operation. To effect a proper balance between the loss and replacement of active material, very careful consideration should be given its filament temperature.

The filament voltage should be maintained at its rated voltage and in many cases may be permitted to be low by 1%, dependent on the peak currents drawn which in most cases is recommended by the manufacturer not to exceed more than one-half of the maximum of which the filament is capable of emitting. The manufacturers in most cases provide at least double the emission in these tubes that would normally be needed in any class of operation.

Use a precision voltmeter and check the voltage at the tube socket each week for long life expectancy.

It is this type tube that is being used by the armed forces, resulting in a real shortage.

If the thoriated tungsten filament tube is in any way gassy, the thorium is carried off much faster and tube life shortened.

Proper bias and plate voltages must be maintained and the latter should be applied with care and consideration of its output capabilities.

In cases where a severe and prolonged overload has temporarily impaired the electronic emission of the filament, the activity may be restored by operating the filament (with plate and grid voltages off) 30% above normal voltage for 10 minutes followed by a one or two-hour period at normal voltages.

Thermionic Mercury Vapor Tubes

This type tube usually operates at a low voltage, high currents using an oxide coated filament. This is the source from which electrons are emitted, but once the coating is removed the tube is rendered useless. The filament is usually operated on a voltage basis from A.C. source.

Oxide-coated filaments must operate at specific temperatures. Therefore sufficient time *must* be allowed for the filament temperature to reach its normal operating value, and for the mercury vapor pressure to become normal before the plate is applied.

If you have good filament voltage regulation, a five-minute preheat period will suffice. Filament voltage on these tubes should remain at the rated voltage. Never go low. In fact it is good practice to operate 1% above rated voltage.

Use a precision voltmeter to check the voltages each week to insure longer life.

Operating Value

If a tube is operated at ambient temperatures of 20° C. or below, a larger period of time is required for the mercury pressure to reach a satisfactory operating value.

For 10° C. preheat 5 minutes
For 5° C. preheat 10 minutes
For 0° C. preheat 15 minutes etc.

It is urgent that mercury vapor tubes remaining on the shelf be given a three months pre-heat period for one or two hours to insure its operation when the time arises. It has been found that these tubes, if allowed to remain on the shelf for a longer period of time, will become useless due to the mercury vapor eating into the pores of the anode and cathode.

Tubes of this type must remain in an upright position, otherwise mercury will splash on anode and cathode and must be preheated to vaporize this mercury from the elements and be permitted to condense on bottom of tube where you should have free circulation of air either through forced circulation or any other means so that lower end of tube is cool to achieve this condensing need of the mercury.

Keep all drafts and cold blasts of air from the rectifier tubes.

Keep all objects from touching glass.

Keep tubes in a vertical position at all times. This also prevents filament sag, and mercury will not be deposited on active elements of the tube.

Discontinue the practice of preheating these type tubes at half voltage. It has been proven in practice that this poisons the tube.

Because of the day-in-and-day-out operation of radio transmitters, along with the starting and stopping of the units, the filaments of the tubes are constantly going through a hot and cold cycle which causes an extreme strain on the elements and supports.

Provision should be made to limit the initial filament current when the tube is cold—prior to starting.

This may be done by inserting additional resistance in the filament circuit when voltage is first applied, or by using a transformer having sufficiently high enough reactance.

It is considered good practice that, prior to turning on the filaments, the voltages be reduced to as low a value as possible. Allow to operate this way for five minutes, then increase to its rated voltage, or to a value you found desirable to operate at.

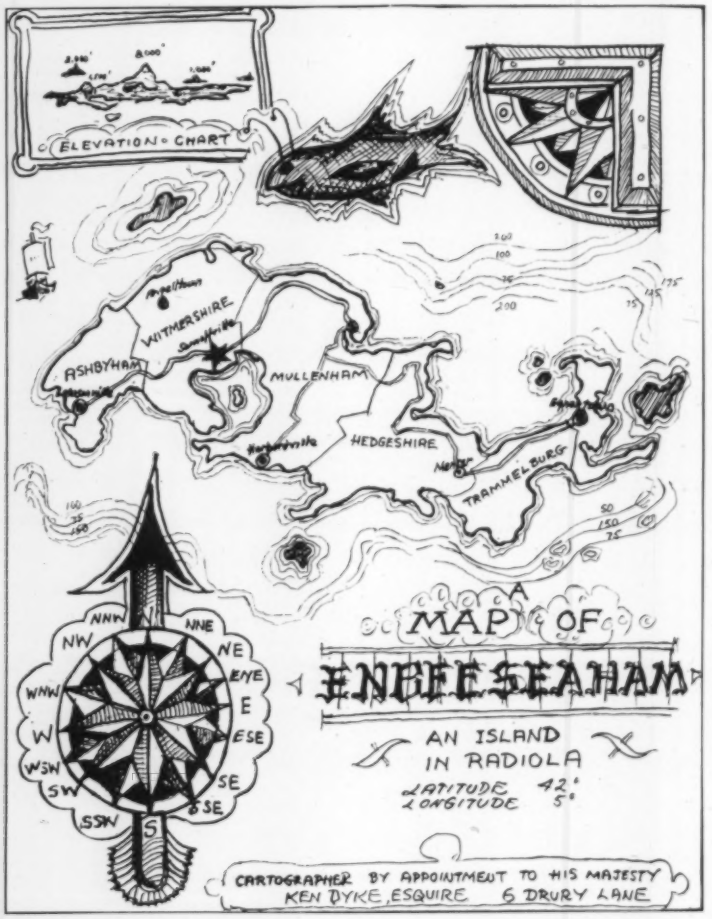
Retarded Voltage

In closing down the retarding of filament voltage after plate voltage has been removed is also recommended. Five minutes in this retarded position will greatly aid, and possibly prevent the thermal shock the tube gets when shutting down. The currents and thermal temperature of the elements are high, and a quick shutdown in many cases has caused the filament tension springs to snap back too quickly and jam, causing the filament to wrench out of shape. The gradual low voltage preheating start and stop method rectifies this.

In air-cooled tubes it is recommended that the same procedure be used; but at shut down include the following: Retard filament to minimum for five minutes after plate voltage is removed. Turn off filament. Leave blower on for one minute. Then completely shut down transmitter.

Metal parts in tubes, through their lengthy use tend to evaporate, become brittle and are subject to severe shock.

All tubes should be mounted and stored vertically and in a manner



DOODLING IS AN ART with Ken Dyke, director of promotion of NBC-Red. As a matter of fact, the cartography above denotes doodling with a purpose, for in his "Enbeeseeham" every top executive of the company has his own county, town or village.

★

The welder's bead is the strongest link in the network of pipe lines joining the prolific oil fields of the KWKH area with American Industry.

★

"Layin' a Bead"

Alert spot advertisers are "layin' a bead" on the oil fields of East Texas and North Louisiana. Thirty thousand producing oil wells are pouring "black gold" into the wide-open wallets of 370,000 able-to-buy radio families.* These are the listener-buyers in the primary and secondary coverage areas of the most potent sales medium in the South—50-kw KWKH.

Include KWKH on your "A" schedule . . . for more sales in the world's richest oil and gas fields, an area selected by federal agencies for more than 300 million dollars of war construction

* CBS sets net daytime circulation at 313,000; net nighttime at 425,000. Ask Branham Company for details.

Member South Central Quality Network

CBS KWKH 50 KW

SHREVEPORT, LOUISIANA

The *SELLING POWER* in the *BUYING MARKET*

XUM

to prevent mechanical shock or electrical vibration. This type of vibration may cause breakage of the filament and in some low power tubes cause misalignment of the elements.

In cases of water-cooled rectifiers and power amplifiers the filaments and grid elements become brittle, and if subjected to vibration may cause elements to distort or break. It is therefore recommended that tungsten filament tubes remain in the socket until they burn out, since practice has shown that removal of these tubes has caused shock to the elements and aggrevate the condition, the result being continuous flash arcs.

The glass should be protected from scratches caused either from abrasives or diamond rings worn by the personnel during maintenance or cleaning periods.

Some tubes have filament leads attached. Care should be exercised not to drop them against the glass and possibly cause a crock.

P. A. Bugles

THAT overworked phrase "I'm gonna moider the bugler" is passing into the limbo of Army terms of yesteryear. The modern soldier, M. M. Blink of Standard Radio reports, is summoned in many camps by recorded radio sound effects of bugle calls broadcast on the camp's amplifying system. Standard Radio in the past few weeks has received numerous requests for recorded bugle calls of mess, reveille, and taps from Army camps throughout the country.

Cooling of smaller type tubes is a known factor, but the cooling of larger type water-cooled and air-cooled units shall be treated here.

It has been suggested that water-cooled tubes remain in their sockets until they burn out. This brings up the problem of removal of scale from the tube. The water used in cooling of tubes should be of sufficient purity to retard the tendency toward the formation of scale in the anode and at the same time keep leakage current as low as possible.

As heretofore published in many articles, the important point is not to operate tube plates at high temperatures.

This tends to radiate heat inward as well as outward, and although the plate itself will be able to withstand excessive temperature without damage or gas evolution, the heat radiates to the grid or causes the filament to run at a temperature outside of its designed operating range.

It follows that any scale formation on the anode itself will reduce its ability to dissipate heat resulting from the scale, which is a poor conductor. Its comparatively rough surface tends to break up the smooth sheet of water flowing over the tube plate, and creates localized boiling which may cause a blister in the tube plate and possibly injure the tube, plus leading to difficulty in removing it.

NAVY PILOT Jack Chase (right), former news editor of WNAX, Yankton, S. D., gathers a few ideas from a fellow flyer for his weekly series on the Cowles stations, WNAX, KSO, Des Moines, and WMT, Cedar Rapids. When Chase last Jan. 7 left for the service more than 1,000 letters from listeners followed him to the air station at Minneapolis, asking him about his new job. As a result Jack and the Navy public relations office transcribed a series on his experiences from a dodo to a full fledged flying officer of the Navy.

Removing Scale

This scale may be removed by putting two pounds of tri-sodium phosphate or a commercial product known as Oakite into one socket. Replace the tube that permitted the Oakite to be poured into the system and flush throughout the water system for an hour with the filaments on and the water about 140°F.

This will remove an amazing amount of sludge and residue. It will require that you flush out the system with pure distilled water before the final filling of the system. This will suffice for at least 8,500 hours of operation before it will need reflushing.

In air-cooled type tubes, it is important to keep fins clean and blower operating at its efficiency.

Free air circulation around other type tubes is recommended, plus the avoidance of using cold, damp rags on tubes while they are hot.

Adequate cooling of the glass during operation is a factor since the source of heat is within the tube. The heat is applied to the inside surfaces by radiation and conduction along the lead wires.

Keep water and air temperatures as low as possible.

How to Go About It

Should you find it necessary to remove the tube from the socket, the following procedure may be used for removing the scale from the tube:

For this condition the plate may be cleaned with a 20% solution of muriatic acid. This is easily mixed in a stone crock by pouring 8 glasses of water into the crock *first*. Then *slowly* pour two glasses of the acid *into the water*. Never pour water into acid, as this will cause boiling and splattering of acid and may cause serious bodily injuries. Do not inhale fumes while the solution is mixing. Stir with a wooden stick. Fold up a small piece of rag into a square three inches. Wet with solution and gently rub

(*Continued on page 40*)

"WHERE MUSIC SELLS THE WORLD'S GREATEST MARKET"

John Milton was right

Among WQXR's Regular Clients:

BEECHNUT CHEWING GUM
BOTANY WORSTED MILLS
DUNHILL CIGARETTES
FELS NAPHTHA SOAP
G & D WINES AND VERMOUTH
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MARTINSON'S COFFEE
OLD GOLD CIGARETTES
PEPSI-COLA
SCHRAFFT'S RESTAURANTS
STROMBERG-CARLSON RADIOS
VICTOR RECORDS
WELCH'S GRAPE JUICE
WILLIAMS SHAVING PREPARATIONS

"SUCH sweet compulsion doth in music lie" wrote England's immortal bard, John Milton, 300 years ago.

Today, there's still the same sweet compulsion, too, in WQXR's 14-out-of-17 hours of fine music broadcast daily—the only *consistent* source of good music in the New York area.

And seventy-five of America's leading sponsors (see partial list at left) have found that this "compulsion" translates itself into sales and more sales, over WQXR.

More than 16,000 WQXR listeners gladly pay $1.00 per year for our monthly program booklet—a unique example of listener-loyalty.

Authoritative studies show that the WQXR audience is consistently first or second largest in size of all the eighteen independent stations serving the New York area.

You owe it to yourself to investigate the *sales* possibilities of this "sweet compulsion" of good music. Write or phone to: WQXR, 730 Fifth Avenue, N. Y.—CIRCLE 5-5566.

TO GOOD MUSIC NIGHT AND DAY

WQXR

THE HIGH FIDELITY STATION

Gosh . . . Mr. Hooper

ORDINARILY we're pretty modest fellows out here at Don Lee, Mr. Hooper, but your January report on the Pacific Coast . . . It almost embarrasses us. It shows 85% of Don Lee's evening programs in the 4 major markets went up, *only one* program down and the rest even . . . why, no other network came even *close* to that. Gosh . . . your recent survey taken outside the Los Angeles, San Francisco, Seattle and Portland markets showed that in half the cities from 65% to 100% of the listeners were tuned to Don Lee* . . . and now *this* – it even shows that 40% of our programs were up more than 25% . . . you *shouldn't* have done it. It positively makes us blush. No wonder more Pacific Coast advertisers use us than the other 3 networks combined.

FOR THOSE WHO LIKE TO TOY WITH FIGURES:

	UP	DOWN	EVEN
DLBS	85%	5%	10%
Network B	48%	47%	5%
Network C	62%	38%	
Network D	69%	26%	5%

. . . And the February figures just out show Don Lee up 76% over January and still leading substantially all other networks.

******For copies of this survey write Wilbur Eickelberg, Gen. Sales Mgr.*

Mutual
DON LEE

THOMAS S. LEE, PRES., LEWIS ALLEN WEISS, VICE-PRES. GEN. MGR. • 5515 MELROSE AVE., HOLLYWOOD, CALIFORNIA

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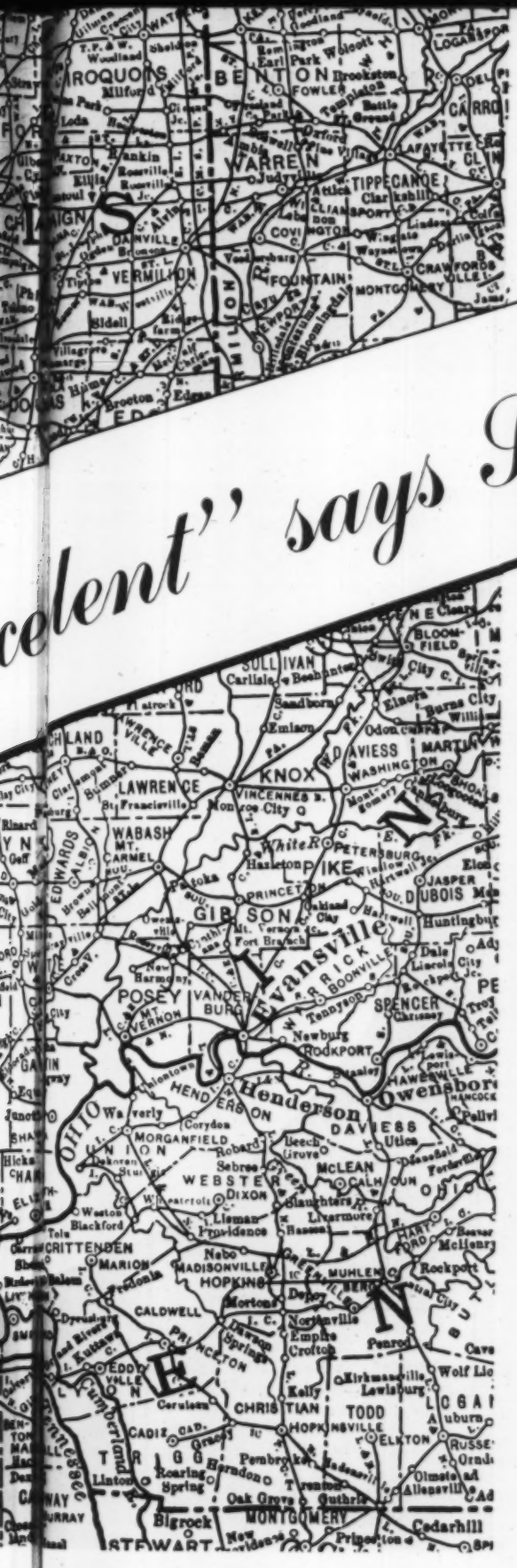
THE NEWSPAPER THAT HAS GAINED IN CIRCULATION FOR 41 CONSECUTIVE MONTHS ★

March 1st Issue
Page 54

...celent'' says Sales Management



In Sales Management Magazine's "Income Forecast Map" for March to May, revealing how states compare in effective buying income per family, KXOK's primary area penetrates three states shown as *excellent* and includes five counties in Kentucky, this state being shown as *good*.

Floyd B. Odlum, Special Adviser to the War Production Board, in a recent address, stated that St. Louis has won far more defense contracts than any other comparable area. In addition, he stated that St. Louis, with one and one-half billion dollars in war orders and more in the offing was becoming the center of the arsenal of democracy.

Retail sales are on the incline. St. Louisans spent nearly two million dollars more in department stores in January, 1942, than they spent in January, 1941!

St. Louis industrial employment is up 20.8% . . . industrial payrolls are up almost 50%, and living costs have increased only 11% over the same period last year!

These are the indicators . . . KXOK, after 41 months of operation, is a better buy than ever!

KXOK

★ 630 KC. 5000 WATTS DAY AND NIGHT

ILIATED WITH KFRU, COLUMBIA, MO. ★ OWNED & OPERATED BY THE ST. LOUIS STAR-TIMES
TH ★ EACH MONTH BEING GREATER THAN THE SAME MONTH IN THE YEAR PRECEDING

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Thinking as Usual

WE SHUDDER to contemplate radio's fate were Fr. Coughlin and the other radio rabble-rousers of peacetime vintage still on the air. Yet some of them are still going great guns in their uncensored periodicals such as Coughlin's provocative *Social Justice*, which neither Attorney General Biddle nor anyone else in the Administration seems as yet willing to put under wraps.

It is no particular credit to radio that the Coughlins should now be off the air—the voluntary code of self-regulation, set up even before the Wartime Censorship Code was ever thought of, took care of that. But they represent examples of "thinking as usual" and "talking as usual" which radio's newscasters and commentators can ill-afford to emulate in these times.

Not that responsible opinions should be barred from the air; the chief censor, Byron Price, himself has decreed otherwise. But in wartime a certain loss of independence by both radio and the press is inevitable, and the commentators must be absolutely sure of their ground before venturing upon crusades, quoting the crusaders or voicing their own opinions.

A tendency to regard everyone as "agin" the Government who voices the slightest criticism was noted last week when President Roosevelt, at his Tuesday press conference, blamed radio as well as the press for contributing to so-called "sixth column" activity in this country, quoting ex-NBC Vice-President Dick Patterson's remarks about those who spread false rumors and create confusion and dissension, and thus not only support the fifth column in this country but aid the enemy abroad.

The newspapermen at the conference didn't like it; neither did the radiomen—and with good reason, for the President was not at all specific. Unless he meant that everyone on the radio must support everything the Administration and its satellites do, manifestly impossible, he might have specified just what and whom he meant.

The Office of Censorship has made it clear that it has no intention of stifling either the press or the radio, except insofar as what they put out lends aid and comfort to the enemy. That is subject to broad interpretation, but the Office of Censorship has not had any basic complaints against radio so far and no one, so far as we know, has challenged the intense patriotism of the industry.

Now comes the Committee on War Information, the Government's high command on news policy, with the pronouncement [BROADCASTING, March 23] that there will be no effort to hide facts, good or bad, and that there is no intention to misinform the public with respect to the all-important news of the war. There can be no quarrel with the CWI's policy statement, which should be read closely by everyone in the industry having to do with news. But if radio or any part thereof is failing in its mission so far, as hinted by the Chief Executive, it should be given a bill of particulars.

Is This War?

FOR NEARLY two months now, there has been on the books what is called a "freeze order" covering the physical broadcast structure. The Washington war authorities identified with radio—the War Production Board, the Defense Communications Board and the FCC—collaborated in the mandate curbing new grants of facilities unless essential in prosecution of the war.

The facts are that, while new grants have been set for hearing or definitely curtailed, some nevertheless have been made. There is no point in belaboring the merits of each individual case. It is clear, however, that in practically every instance both the spirit and the letter of the freeze order have been violated. At least one primary signal is available in every area affected, and critical materials of some nature are required for completion of installations.

We shouldn't kid ourselves about the outlook. Any day now, WPB can be expected to issue new regulations banning new civil construction of any kind involving critical materials. Where absolutely essential war enterprises are concerned, whether in communications or in other fields, of course necessary priorities will be available.

Let's look at the broadcasting situation. There's adequate service in practically every inhabited cranny of the country during day and night. Admittedly certain isolated areas are dependent upon secondary signals at night. But these areas economically can't support stations anyway.

Every new broadcast grant means trouble later on. Equipment used for these new non-essential authorizations means less vital materials for repair and maintenance of existing transmitters. Considering all of the facts, no new broadcast construction can be justified as a true measure of essential war effort.

Instead of looking for loopholes, or yielding to pressures, the FCC should stop all new construction grants *now*, not when the WPB bans all civil construction.

We're all out to win the war! Let's make the most of what we've got and make it tick until the last Jap and Nazi is beaten to his knees!

Not So Funny

A NEW WORRY bobs up for radio as a war baby. Some of the more celebrated comedians who are helping morale by personal appearances at military camps, aren't doing so well, we hear, on morals. They're veering away from good taste in ad libbing occasional double entendres in swift comic copy.

All this wows 'em at the camps. But it goes out of bounds in the living room where the mothers and fathers of the boys listen in. They're intimately concerned about those expeditionary forces in Australia and Ireland and Iceland. Off-color gags aren't particularly funny to them.

This situation was brought out forcibly by Paul W. Morency, manager of WTIC, Hartford, and chairman of NBC's Advisory & Planning Committee for Region No. 1, at a meeting in New York a few days ago. Broadcasters of this New York-New England group, Mr. Morency said, regard the problem so seriously that they are prepared to discontinue the offending shows. They expressed "grave concern" over the tendency of certain comedians and comic show writers "to use situations, inferences and 'double entendres' not consistent with good taste."

It is perfectly natural for comedians to go burlesque when they get the enthusiasm and warmth of a young, masculine audience. And it would be entirely proper if these shows were not broadcast. Once on the air, however, with parents not particularly conditioned for comedy anyway, and with children in the audience, common-sense restraints must be imposed.

The RADIO BOOK SHELF

TO MEET the new needs of amateurs, the American Radio Relay League has issued a Special Defense Edition of its *Radio Amateur's Handbook* to replace the League's standard text in defense radio training courses. Retaining the basic chapters, the new edition includes material on commercial receivers and transmitters and the radio telegraphic code. The book is sold for $1 at the League's offices in West Hartford, Conn.

COLUMBIA'S two new 50,000-watt shortwave transmitting plants at Brentwood, L. I., are described, and the technical facilities of the CBS Latin American network of 64 stations in 18 countries are discussed, in an article titled "CBS International Broadcast Facilities" in the March *Proceedings of the Institute of Radio Engineers*. A. B. Chamberlain, CBS chief engineer, is author of the illustrated paper.

ILKA CHASE, of NBC's Saturday noonday show, *A Luncheon Date With Ilka Chase*, is latest of the growing list of radio celebrities to publish a book. It is an autobiography titled *Past Imperfect* [Doubleday-Doran, New York, $2]. It is the April choice of Literary Guild.

We Pay Our Respects To —

ARDEN X. PANGBORN

A SEED planted in 1929 bore fruit a dozen years later when Arden X. Pangborn, in the spring of 1941, became managing director of KGW and KEX, Portland, Oregon.

Pangborn (the X. is an assumed initial) was editor of the U. of Oregon student daily newspaper *The Emerald* when he conceived the idea of an exchange arrangement between the paper and the local radio station. The series of programs, thus begun, continued for several years through changes of station management and even call letters.

Not so with Pang. He announced the first program, but over black coffee later that night it was agreed by all concerned that his radio talents, if any, lay outside the announcing field.

Through the ensuing dozen years his contacts with radio were casual, but his interest never flagged. When the opportunity came to assume management of KGW and KEX in March, 1941, he promptly resigned as managing editor of *The Oregonian*, the Pacific Northwest's largest daily newspaper, to accept the new responsibility.

Born in Kansas Feb. 2, 1907, Arden Pangborn actually has spent more than 30 of his 35 years in Oregon. He joined the staff of *The Oregonian* as a sports writer in 1925, then left in order to continue his schooling.

Returning to *The Oregonian* during the depression year of 1929 as a police reporter, Pangborn rose rapidly. He became city editor in 1932 at the age of 25, executive news editor in 1936 and managing editor in 1938.

In those years he took an active part in the development of *The Oregonian* which carried it from a rapidly declining circulation of 90,000 copies daily to a steadily increasing circulation of more than 150,000 copies daily.

One of his pet ideas was that if men readers are entitled to a section of their own for sports, women readers likewise should be entitled to a section of their own. This caused a great commotion in the press room, but the paper is now printed in three complete sections, one of the three devoted entirely to material of women's interest. This, it is reported, has reduced breakfast table arguments over family distribution of the newspaper to a virtual minimum in *The Oregonian's* circulation area.

For several years, until pressure of other duties made it impossible, Pangborn continued writing pulp detective stories as a hobby, his work appearing in magazines such as *Detective Fiction Weekly, Argosy, Detective Story* and *Detective Tales* under his own name and under the pseudonyms Philip Sydney and Adam King.

When he moved from newspaper to radio, he carried with him no preconceived ideas. Since his advent, station organization has improved, salaries have been generally increased and program structure overhauled. Installation of a directive antenna has increased the nighttime power of KGW to 5,000 watts and improved both the daytime and nighttime signal. Application for 50,000 watts operation for KEX now rests with the FCC, and a further improvement in facilities for both stations is planned.

That Pangborn has been accepted by the industry on the Pacific Coast is indicated by the fact he was recently elected the Coast's member of the Red network's planning and advisory committee, representing Oregon, Washington, California, Nevada, Arizona and Hawaii.

"Pang," as he is known by his staff, co-workers and friends, married Marie Mathison of Portland in 1932. They have two children, Kim and Mary Alice, the oldest not yet 3. They have two great enthusiasms —phonograph records, of which they have some 3,000 scattered about the house—and New York City. They do a reverse on the usual phrase describing New York, and say: "It's not so much of a place to visit, but it would be a swell place to live."

Personal NOTES

SAUL HAAS, vice-president of KIRO, Seattle, was married March 20 at Las Vegas, Nev. Mrs. Haas is the former Mrs. R. V. Jones. They spent their honeymoon at Palm Springs, Cal.

SPENCER McNARY, formerly with NBC Artists Bureau and recently with National Concerts & Artists Corp., has joined the Office of Facts & Figures in Washington, and has been assigned to the radio division under Douglas Meservey.

GEORGE C. KIERNAN, formerly in the merchandising division of Blackett-Sample-Hummert, New York, has joined the sales department of WOR, New York, to handle sales service. He replaces Warner Hall, resigned recently.

JAMES ANNAND, for many years manager of CFRC, Kingston, Ont., has become manager of CKTB, St. Catherines, Ont., on April 6. He succeeds the late J. B. Mitchell who died early this month [BROADCASTING, March 23].

DICK HERMANN, formerly sales manager of The Bear Creek Vineyard Assn., and salesman of Kay Mfg. Co., both in California, has joined the sales staff of WINS, New York.

EDGAR KOBAK, executive vice-president of BLUE, has left for a two-week vacation in the Carolinas and Georgia.

LOUISE HOLLINGER MILLER, for five years secretary to Paul Porter, until recently CBS Washington counsel and now assistant administrator in the Office of Price Administration, resigned effective April 1.

SAMUEL J. HENRY Jr., advertising manager of Briggs Clarifier Co., Washington, and at one time sales promotion director of NAB, has entered naval aviation as a lieutenant (j. g.).

DON WEEKES has been named director of the Grand Rapids studios of WKZO, Kalamazoo, being succeeded in his Kalamazoo post by Robert B. Macaulay, formerly of WKMO, Kokomo, Ind.

BILL BAILEY, formerly commercial manager of WCAR, Pontiac and of KFNF, Shenandoah, Ia., and before that radio director of Schwimmer & Scott, Chicago, has joined the sales staff of WJJD, Chicago.

MAT WYNECOFF, West Coast manager of Southern Music Publishing Co., Hollywood, is the father of a girl born March 20.

O. B. HANSON, NBC vice-president in charge of engineering, New York, is in San Francisco making final inspection of the technical installation at the new NBC Bldg., scheduled to be dedicated in April.

BOB EDGE, sports supervisor of the CBS television department, has been commissioned a lieutenant (j. g.) in the Coast Guard Reserve and was called to active duty last week.

WILLIAM NEEL, news editor of NBC Washington, entered Garfield Hospital in Washington last Tuesday for an appendectomy operation.

GEORGE P. ADAIR, assistant chief engineer of the FCC in charge of broadcasting, has been appointed to the executive committee of the Federal Radio Education Committee, succeeding Gerald C. Gross. Dr. Lyman Bryson has been named to represent CBS, replacing Sterling Fisher.

H. E. WESTMORELAND, formerly co-publisher of the *Minneapolis Golfer-Sportsman* and prior to that in the national advertising department of the *Minneapolis Journal*, has been appointed commercial manager of WLOL, Minneapolis, succeeding Fred F. Laws, resigned because of ill-health.

RALPH B. AUSTRIAN, assistant vice-president of RCA Mfg. Co., is on leave to work with the WPB Planning Board in Washington.

JAMES H. CARMINE, general sales manager of Philco Corp., has been elected vice-president in charge of merchandising.

ARTHUR POPPENBERG, former salesman of WCKY, Cincinnati, has joined the NBC national spot and local sales department, New York. Previously he was with International News Service, Moser & Cotins, New York agency, Fuller & Smith & Ross, *Editor & Publisher* and WMCA, New York.

R. R. LOWDERMILK, for three years research associate with the Evaluation of School Broadcasts Projects of Ohio State U, has been appointed to the newly-created position of radio education specialist and technical advisory consultant of the U. S. Office of Education in Washington. The appointment was made by Dr. John W. Studebaker, U. S. Commissioner of Education.

B. W. CLARK, vice-president in charge of the Westinghouse merchandising division, has been appointed vice-president in charge of sales. He succeeds Ralph Kelly, who resigned to become executive vice-president of Baldwin Locomotive Co.

DUKE McLEOD, manager of CFAR, Flin Flon, Man., has left the station.

COY WILLIAMS, Hollywood editorial director of Earle Ferris Assoc., is on a business trip to New York.

GEORGE L. BRANTLEY, former program director of WSTP, Salisbury, N. C., has been named station manager, succeeding John W. Shultz who resigned to take over managership of WMVA, Martinsville, Va.

FRANK G. BARHYDT, director of promotion and publicity of KMBC, Kansas City, is the father of a boy, Frank Watson Barhydt, born in March.

JAMES HAYMAKER, former salesman of the Coca-Cola Co., Rock Island, Ill., has joined the sales staff of WHBF, Rock Island. Dale Phares, announcer, has been appointed salesman.

LYNN MYER, former advertising manager of Pepsi Cola in the Twin Cities, has joined the sales staff of WLOL, Minneapolis.

C. P. BOGGS, former assistant to W. E. Poor, executive vice-president of the Hygrade Sylvania Corp., New York, has been appointed director of manufacturing.

COL. HARRY C. WILDER, president of WSYR, Syracuse, has been elected vice-president of the Skaneateles Country Club.

EDWARD S. ROBINSON, of the commercial staff of WSYR, Syracuse, an ensign, has reported to the Naval Aviation Cadet Selection Board, New York.

FRANK HARRINGTON, of the commercial staff of WSYR, Syracuse, is the father of a boy born recently.

GENE VAUGHN, formerly of WSPD, Toledo, O., has joined the sales staff of WFBM, Indianapolis.

MATT GORDON, CBS news editor, is on leave of absence to complete his book *News Is a Weapon*, scheduled for summer release.

XUM

BEHIND the MIKE

HERBERT MORRISON, of the merchandising staff of WCAE, Pittsburgh, has been commissioned a first lieutenant in the Air Corps, reporting to Oklahoma City.

ENSIGN HOWARD M. PAUL, on leave from WTMJ, Milwaukee, is now public relations director at Navy Pier, Chicago.

CHESTER CLARK and Bob Cochrane, announcers of WCAE, Pittsburgh, have joined the Army, the former as a flying cadet at Maxwell Field.

NICK STEMMLER, formerly of WSYR, Syracuse, has joined KWK, St. Louis, as sports anouncer.

MYRON J. BENNETT, of KWK, St. Louis, has left for Scott Field, Ill., as a first lieutenant in the Army Air Corps.

LESLIE GORRALL has joined the announcing staff of WGKV, Charleston, W. Va.

HOWARD KEEGAN, formerly producer of NBC Chicago, has joined WGN, Chicago, as producer.

GEORGE CASE, formerly program-production manager of WCFL, Chicago, has joined the editorial staff of *Variety*, Chicago.

BILL KENNEDY, announcer of KHJ, Hollywood, resigned that position, having been signed as a Warner Bros. film actor.

BILL ROE, former farm agent, has been named farm adviser of WWNY, Watertown, N. Y.

ZACK DOWLING, formerly announcer of WWRL, New York, and at one time *Brooklyn Eagle* reporter, has joined the announcing staff of WCOV, Montgomery, Ala. Dowling has been with WWNC, Asheville, N. C.; WSPA, Spartanburg, S. C., and WATL, Atlanta.

BERT BUZZINI, newscaster and farm reporter of KQW, San Jose, Cal. was inducted into the Navy as a yoeman.

AL JARVIS, m. c. of the six-weekly 45-minute, *Make-Believe Ballroom* on KFWB, Hollywood, has been cited by the Navy department for rounding up 165 radios, seven pianos and sufficient other musical instruments to equip a full Navy band.

An Advertisement for WMAL *in Washington*

★ This is the brief story of two bulges. One is power effectiveness. The other, population.

★ It is a technical fact (even without a directive antenna) that:

At 630 k.c., 5000 watts will develop a signal strength of 2 millivolts at a distance of 31 miles from Washington.
At 1000 k.c., on the dial, 46,300 watts are needed for the same job.
At 1250 k.c., on the dial, 131,000 watts are needed for the same job.
At 1500 k.c., on the dial, 220,000 watts are needed for the same job.

WMAL operates on 630 k.c., with 5000 watts. Its directive antenna further increases the power effectiveness to 11,700 watts in the direction of Washington and the Washington Market.

Check for yourself the dial positions of the other Washington stations to get the full meaning of 630 k.c. to you. The favorable dial position of WMAL gives it an extra bulge of effectiveness.

Don't let "thousands of watts" at the transmitter obscure the vital factor—power effectiveness—which determines the strength and clarity of the program AS RECEIVED.

★

★ The other bulge is Washington's terrific growth in population. Not satisfied with a 40% increase up to the 1940 census, it has since then, zoomed *another* 21%, boosting the Washington Metropolitan Area to over 1,100,000.

★

★ These two bulges are important to you, saleswise. Need we say more?

WMAL *Blue Network Station in Washington, D. C.*

Represented Nationally by Blue Network Spot Sales Offices in New York, Chicago, Detroit, Hollywood and San Francisco.

Announcerette

LOOKING forward to the shortage of male announcers due to the draft, WING, Dayton, O., has assigned a woman, Jo Andrews, to a full-time announcer's schedule. Miss Andrews will learn the full mike routine including operation of the control board, use of remote equipment, etc.

ROD HOLMGREN, newscaster of KSO-KRNT, Des Moines, is the father of a baby girl born recently. Lieut. Don Havens, formerly of Iowa Broadcasting Co. and now in Hawaii, is also the father of a baby girl.

MERRILL M. ASH, formerly program manager of KPAC, Port Authur, Tex., has joined KID, Idaho Falls, as program manager and chief announcer. Grant D. Hoff, from KUTA, Salt Lake City, has been named sports-newscaster of KID.

HERB DAVIDSON, announcer and publicity director of KWIL, Albany, Ore., recently married Dorothy Gallagher, Portland.

TONY SHARPE, musical director of WTRY, Troy-Albany, N. Y., has been commissioned an ensign in the USN Reserves.

JEAN LAW, from WPAR, Parkersburg, W. Va., has joined WJLS, Beckley, W. Va., as continuity director and will handle all women's programs.

RUSSELL HUGHES, KFWB, Hollywood writer-producer, has joined the Army.

HANK GARSON has been added to the Hollywood writing staff of the weekly CBS *Ranson Sherman Show*.

WILLIS BALLANCE, formerly of KFBC, Cheyenne, Wyo., has joined the announcing staff of KOA, Denver.

RICHARD NEHER, of the staff of WHO, Des Moines, is the father of a boy born March 17.

R. B. TABER, publicity director of WSYR, on April 11 joins the Army.

LEWIS AIKEN, from KMOX, St. Louis, has joined the announcing staff of WING, Dayton.

DON GARDINER, BLUE Washington announcer, has joined the BLUE staff in New York.

EDWIN LILJA, graduate of the Lelan Powers Radio School, Boston, has joined the announcing staff of WHEB, Portsmouth, N. H.

GERTRUDE CHAVIS, formerly of KSFO, San Francisco, has joined the KPO accounting department.

ROBERT EMERICK, announcer, formerly with Hollywood stations, has joined KYA, San Francisco.

NED BURMAN, announcer of KQW, San Jose, Cal., has been inducted into the Marine Corps as a lieutenant.

MEL WILLIAMS, announcer, of KQW, San Jose, Cal., recently became the father of a boy.

KEN ACKERMAN, announcer, formerly of KFBK, Sacramento, Cal., has joined KQW, San Jose.

BILL ROTHRUM, chief announcer of WSYR, Syracuse, has taken over the duties of sports director.

RICHARD KEPLER, announcer of WEBC, Duluth, Minn., has entered FCC service. New members of WEBC's announcing staff include Norman Page, from WHLB, Virginia, Minn., and Bob Irving, Duluth band singer.

JERRY CARLETON, former arranger for Buddy Rogers' orchestra, has joined WAAF, Chicago, as a record-turner.

LORNE GREENE, Canadian Broadcasting Corp. national news announcer, has been appointed chief announcer at the Toronto CBC studios. Besides his services in the news department, he has been identified with many of the war service broadcasts and has been the voice for the Dominion's National Film Board's propaganda features.

EUGENE PATTERSON leaves WLWO, Cincinnati, April 1 to be assistant program director in the radio division of the New York office of the Coordinator of Information (Donovan Committee).

RUSS JOHNSTON, CBS West Coast program director, having completed a six-week special Government assignment in Washington and New York, has returned to his Hollywood headquarters.

JACK COLP, formerly of KFRO, Longview, Tex., has joined the announcing staff of KFJZ, Fort Worth.

JOHN W. MILLER, former program director and director of the civic artists course of WEBC, Duluth, has been appointed promotion director succeeding Leo Fremont, who has joined the Army.

LILLIAN D. ST. AUBIN, music librarian of WAAF, Chicago, has been appointed musical director succeeding Kennedy Nelson who joined WJJD, Chicago, as musical director.

JIM MATTHEWS, announcer, formerly of KPO, San Francisco, has joined KQW, San Jose.

PAUL BUENNING, formerly of KTOK, Oklahoma City, and Paul Williamson, recently public relations director of Oklahoma City U, have joined the announcing staff of KOMA, Oklahoma City. Announcer Bob Duren, of KOMA, has enlisted in the Army.

LUCILE COHAN, who was the *Nancy Dixon* of WJSV, Washington, has resigned to care for her husband who is convalescing from an operation. She is succeeded as *Nancy Dixon* by Nancy Osgood.

JOHNNY COKE, formerly of WINX, Louisville, has joined WFBM, Indianapolis, handling publicity and promotion.

LILIAN HOLMES, sales coordinator of KYA, San Francisco, has returned to her desk following an illness.

GERTRUDE LANZA, formerly in charge of sales promotion and advertising at Columbia Artists Inc., has joined the headquarters staff of ASCAP as assistant to Robert L. Murray, director of public and customer relations.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

IT'S BASIC

Here's some basic thinking for you. WDRC is Basic CBS for Connecticut. WDRC gives you the best—and basic—combination of coverage, programs and rate. Every basic analysis shows you why WDRC is the preferred buy in the Hartford Market.

CBS

MARTHA SHERWIN, NBC Hollywood press department picture editor, has been elevated to fashion editor, replacing Frances Scully, who resigned to join the talent staff of the BLUE, devoting fulltime to her two programs, *Speaking of Glamor* and *Your Blind Date*. Ray Schultz, of NBC production division, has taken over Miss Sherwin's former duties. Jack Burtt, of the *Pasadena* (Cal.) *Post*, has been added to the newsroom staff, replacing Al Downs, inducted into the Army.

JACK GREGSON, formerly CBS Hollywood announcer, has been appointed program director of KPAS, Pasadena, Cal., succeeding Charles H. Leinhaas who resigned because of ill health. Don Hix, of WBAL, Baltimore, has been added to the staff and is conducting a five-weekly quarter-hour children's program, *Uncle Jack*.

ROBERT SCHUETZ, manager of NBC Hollywood radio-recording division, and Helen Welty, of that department, were married in Hollywood March 20.

NOEL (Red) FRANZEN has rejoined the announcing staff of WTAQ, Green Bay, Wis., replacing William Furman, who has joined WTAX, Springfield, Ill.

SHERRILL WHITE, of the special features department of WTOL, Toledo, has been inducted into the Army.

ALICE TAYLOR, receptionist of WOW, Omaha, on March 14 was married to Pvt. Myron Jacobson of Fort Schnelling.

HARRY BURKE, program manager of WOW, Omaha, is taking an aviation ground course. Along with Foster May, WOW news and special events director, he expects to participate in the Civilian Air Patrol.

EMMA (Jonnie) JOHNSON, of the production department of KNX, Hollywood, and Dean J. Woolever, marine engineer, were married in Las Vegas, Nev., March 15.

STANLEY RUBIN, Hollywood radio writer, has been signed by Republic Studios to write an as yet untitled comedy featuring Al Pearce, star of the weekly NBC *Al Pearce & His Gang*.

LUD GLUSKIN, CBS West Coast musical director, has been appointed a commander in the Navy Reserve, but continues his Hollywood duties while waiting call to active duty.

FRANK CAPKA, CBS Hollywood writer, has resigned to join Naval Intelligence.

ROGER BACON, who has been doing sportscasting on WOTL, Toledo, since his graduation from St. Louis U in 1938, will do the play-by-play of Toledo baseball games this season.

LOU KEMPER, formerly of WHB, Kansas City, has joined the announcing staff of KMBC, same city, replacing Brad Barton who has joined KWTO, Springfield, Mo. Harry Douglas, formerly of WMT, Cedar Rapids, where he was known as Sherwood Durkin, has joined KMBC. Andy Anderson, musician and arranger, has been inducted into the Army.

IRENE DAVIS, commercial traffic manager of WNEW, New York, who leaves to be married in California, will be replaced by Leila Palm of the sales department.

MYRON DRAKE, night news editor, of KTAR, Phoenix, will be inducted into the Army about April 1.

JOHN GILBERT, former demonstrator of the Hammond Instrument Co., Chicago, has joined WHBF, Rock Island, Ill., as musical director succeeding Lucia Thompson who is to be married to Paul Clarke, announcer of WMT, Cedar Rapids, Ia.

JACK SHERMAN, former director of special events of WMBD, Peoria, has joined the production staff of WHBF, Rock Island, Ill.

Meet the LADIES

JEAN SULLIVAN

ONE of radio's youngest is 22-year-old Jean Sullivan, of Omaha. On the air for one sponsor, she handles two 15-minute shows across the board for two Omaha stations —*The Clothes-Line*, a fashion question and answer program on KOIL —and *Women in the News* on KOWH.

Born in Sioux City Oct. 17, 1919, Miss Sullivan spent most of her younger years in that vicinity. She attended Creighton U in Omaha, acquiring a Bachelor of Philosophy degree from the School of Journalism. She also earned a teacher's certificate at Creighton and spent one year teaching in Nebraska.

Miss Sullivan started in radio when she appeared as an associate announcer and producer of fashion shows on KOIL. Her experience also includes appearances at other Midwest stations.

Her journalistic experience includes the editorship of her school newspaper and several contributions to national magazines and midwestern newspapers since her graduation. Her hobbies are travel and photography.

SPENCER ALLEN, announcer of WGN, Chicago, left March 21 for active service as a lieutenant in the Army Signal Corps.

RODIAN SLIPYJ, director of Ukranian programs of WBYN, Brooklyn, is joining the Army. He will be succeeded by Luba Kowalska.

PRISCILLA KENT, recently publicity writer of Constance Hope Associates, New York, and formerly of the editorial staff of the *New York Herald-Tribune*, joins NBC's script division April 1.

JACK L. FITZPATRICK, sportscaster of KLZ, Denver, for ten years, on April 1 will join WJJD, Chicago, as assistant to Pat Flanagan, sportscaster.

BOB GUILBERT, radio actor, has joined the continuity staff of NBC-Chicago.

KENNEDY NELSON, musical director of WAAF, Chicago, on April 1 will join WJJD, Chicago, in a similar capacity.

WARREN BARFIELD, of WPTF, Raleigh, has enlisted in the Navy.

SANDY BECKER, announcer of WBT, Charlotte, is to marry Rebecca Mabe, Kissiah April 15.

Tucker Joins KOB

MERLE H. TUCKER, former general manager of KROD, El Paso, has joined KOB, Albuquerque, as assistant manager. He left the El Paso station March 14 and joined KOB March 16, according to an announcement by Frank Quinn, KOB general manager. Mr. Tucker began in radio in 1930 with WBAP, Fort Worth, and has served with a number of stations in production and executive capacities.

Katzentine, in Air Corps, Leaving Post at WKAT

A. FRANK KATZENTINE, owner of WKAT, Miami Beach, left March 21 for duty as a major in the Air Corps. His assignment is unrevealed though it is understood he will serve in an administrative capacity. Mr. Katzentine, whose civilian activities also include a fulltime law practice, has turned over the WKAT policy management to his wife in collaboration with John McCloy, WKAT station manager.

Mr. Katzentine came to Miami Beach in the early days of its development and was one of the city's first municipal judges. In 1932 he was elected mayor and two years later won the award of the U. S. Chamber of Commerce for outstanding community service. During his absence his law office will continue under the direction of his associates, W. Sanders Gramling and Alonzo Wilder.

HAROLD PEARY, Hollywood star of the weekly NBC *Great Gildersleeve*, has been signed by RKO as lead in a new series of films, first of which bears same title as the radio program.

CUTTIN' ANY CAPERS IN SKIP (Ky.)?

In all probability, the business you get from Skip, Skate and Sky (Ky.) doesn't exactly make you jump for joy! And why should it —when 54% of Kentucky's total retail business comes from the Louisville Trading Area! . . . The *Louisville* market is what you want in Kentucky. The way to get it is with WAVE—the station that gives you *complete* coverage at *lowest* cost! Any questions?

LOUISVILLE'S WAVE

5000 WATTS . . . 970 K. C. . . . N. B. C. Basic Red

FREE & PETERS, INC. National Representatives

"LOOK AT THE LABEL..."

advises Suzy, our Steno, "to determine quality. Big names make WSAI news tops in Cincinnati . . . Wires of the ASSOCIATED PRESS, INTERNATIONAL NEWS SERVICE and REUTER'S. Twenty-five news writers and editors of national reputation. Famous news commentators and reporters.

"Yes—and WSAI is tops in merchandising, too."

WSAI'S SALES AIDS

1. Street car and bus cards
2. Neon signs
3. Display cards
4. Newspaper ads
5. Taxicab covers
6. Downtown Window Displays
7. House-organ
8. "Meet the Sponsor" Broadcast

IT SELLS FASTER IF IT'S

WSAI IDENTIFIED

CINCINNATI'S OWN STATION

NBC & BLUE NETWORKS • 5,000 WATTS DAY AND NIGHT

in the CONTROL ROOM

ED STARNES, chief engineer of KFJZ, Fort Worth, has resigned to join the FCC interceptor command staff at Los Angeles. Charles Sutton of the KFJZ technical staff has also joined the FCC staff, stationed at Kingsville, Tex.

ROBERT TURNER, engineer of WHO, Des Moines, has been transferred from the research laboratory to studio control room duty.

CHARLIE BLOSSOM, former control operator of KOMA, Oklahoma City, who left to serve in the war, is reported lost at sea en route to Europe. Harry Edwards, former KOMA engineer, is now in the service.

TOMMY BEDFORD, operator of KOMA, Oklahoma City, is the father of a baby girl born recently.

WALTER O. SMITH, formerly of WWDC, Washington, has joined the engineering staff of KYW, Philadelphia.

JAMES CARMEN, engineer of WSYR, Syracuse, is the father of a boy born recently.

DENZIL PULLEY, formerly of WGAA, Cedartown, Ga., has joined the engineering staff of WGKV, Charleston, W. Va.

WALTER GLAUS, of the technical staff of WCAE, Pittsburgh, has left for the Marine Corps.

REX ACKLEY, formerly of an FCC monitoring post, has joined the engineering staff of WCAE, Pittsburgh.

WALTER VARNUM, studio engineer of WLS, Chicago, who developed portable equipment used by Art Starnes to record heart beats and reactions during his recent world record jump of 35,000 feet, has joined the research department of RCA, Camden.

CHARLES WARRINER and Floyd Timberlake of the engineering staff of WBBM, Chicago, have joined the civilian engineering staff of the War Dept.

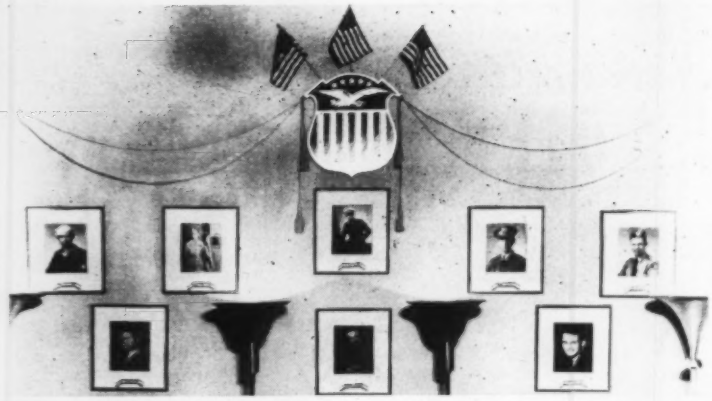
PAUL BERNARD DIXON, formerly of WATN, Watertown, N. Y., and WSLB, Ogdensburg, N. Y., has joined the engineering staff of WIBX, Utica.

MAURICE W. SCHMITZ, announcer-engineer of KDB, Santa Barbara, Cal., has joined Don Lee Broadcasting System, Hollywood, as K45LA transmitter technician.

ROBERT G. SOULE Jr., a transmitter engineer of WFBL, son of Robert G. Soule, vice-president of WFBL, Syracuse, has been named radio command officer of Squadron 1, Group 213, New York Wing, Civilian Air Patrol.

Joins N. Y. Video Firm

LOUIS THOMPSON, formerly with CBS as engineering and program supervisor, has been appointed operating manager of Metropolitan Television Inc., New York, and is beginning construction of this company's FM station atop the Hotel Pierre in that city. Metropolitan Television, jointly owned by Abraham & Strauss and Bloomingdale Bros., New York department stores, has construction permits for both an FM and a television station, and with Mr. Thompson's appointment plans to begin work immediately on the former. Materials have been ordered for quite some time and delivery is assured, it was stated.



HALL OF FAME at KOA, Denver, is reserved for members of the staff who are serving with the armed forces. And end wall in the KOA lobby holds photographs of the men who are on military leave for the duration. Honored are Starr Yelland, announcer, USN; Tor Torland, newscaster, American Ambulance Service in Africa; Lieut. J. A. Slusser, engineer, USN; Lieut. Robert Young, announcer, Army; Cadet Ed Brady, newscaster, Student Army Air School; T. C. McClellan, engineer, USN, (killed in action); George Mathews, accounting department, Army; Lieut. Glen Glassock, engineer, USN. Picture of Norman Sorenson, who just recently left to join the Army, will soon join the other photographs.

Care of Transmitter and Tubes

(Continued from page 32)

over scale. Wait a moment and repeat.

The bottom of the tube plate may be rested on the bottom of the crock, but hold the tube so that it does not lay against the top rim of the crock, as this will damage the glass seal of the tube.

Caution: Do not clean above clamping ring on the tube plate, and be careful *not* to drip acid on glass seal.

Hands may be dipped into the solution, which is not of sufficient strength to cause damage or injury.

After cleaning the tube plate be sure to wash hands in warm water and soap.

In higher power tubes, more latitude is allowed for peak operation, but in thoriated tungsten type tubes the picture is entirely different and voltages must not exceed their manufacturers' rating.

Relay Adjustments

Tube life may increase by careful attention to efficiency of the various r.f. stages. It is recommended to get as high efficiency as possible which will lead to prolonged life of tubes and associated equipment.

Water-flow relays should be carefully adjusted and frequently observed for performance. All overload d.c. relays should be operating at their required currents and frequently observed and maintained. Keep d.c. leakage at minimum with pure water in transmitter water circuit.

Tubes operating at plate voltages between 500 and 2,000 volts are not generally affected by gas nor by time on the shelf.

The larger high voltage-high power types have a tendency to become gassy if allowed to remain idle for too long a time which we find to be a period of three months.

This gassy condition is not necessarily brought about by air leaking into the tube but by the liberation of gas from the pores of the elements inside of the tube long after the tube is sealed and conditioned for operation at high plate voltages. The gas gradually seeps into the vacuum during this idle period and this manifests itself in excessive plate current, pings or flash arcs.

The manufacturer makes it a practice to degas tubes prior to shipment to the customer, and if used immediately when received, it is very unlikely tube flashes would result. Due to the achieved long life of these tubes, the spares remain on the shelf for possibly too long a time before being used, and too long a period before tests are made.

Salvaging Tubes

Gas condition of tubes not only show up because of inactivity on the shelf, but also occur when the tube has been operating in the transmitter for many thousands of hours. This gaseous condition and its causes can enter into much controversy as to its origin. But the point of interest is: How can we salvage a tube that is gaseous and in its present condition all that is left is to discard it because of its continuous flash arcs when operating at its rated and applied plate potential and power? If placed in a circuit of lower plate potential, it is definitely possible to get continued long life from it. Therefore, considerable thought should be given this point before discarding it.

Since we have concluded by saying that gas in a tube influences the life in many ways, there are but three of the most important, namely, chemically, physically, electrically. Electrically is our problem.

The tube conditioner in use at WOR has in several cases dislodged this conducting gas and increased tube life by several thousands of hours and saved many hundreds of dollars.

False Alarm

STRANGE actions by unidentified men around the KQW transmitter on the San Francisco peninsula put nearby householders on the alert recently. Believing them to be saboteurs, they notified the authorities. Arriving on the scene the officers found several men with testing equipment and note-books. But they were merely John Brunton, of the Brunton family which owns the station, along with engineers and representatives of the FCC.

Fly Asserts Television Should Be Kept Vigorous

STATING that "we must keep television in a vigorous condition" so the video industry will have a firm post-war foundation for anticipated great developments, FCC-DCB Chairman James Lawrence Fly, at his press conference last Monday, indicated that every effort would be made by the FCC to assist all possible requests for aid by the industry.

Chairman Fly, in numerous instances, has indicated his wish that the television industry be given all aid possible within the reach of limited allocations of materials under priorities rulings and "freeze" orders.

At his conference Monday, however, he indicated that television, like other broadcast fields, would have to suffer under priorities rulings. He gave no hint that attempts would be made to favor television.

Grand Canyon Services

FOR the eighth consecutive year Easter sunrise services will be held on the floor of the Grand Canyon of Arizona and will be broadcast on the Blue Network through KTAR, Phoenix. J. Howard Pyle, KTAR program director, is arranging the service which will be heard at 7 a.m. (MWT) Easter morning.

U.P.
"The World's Best Coverage of the World's Biggest News"

This Historical Museum at Bell Telephone Laboratories has an encouraging message for engineers.

Look ahead!... *through these museum cases*

You engineers in broadcasting have always been a forward-looking lot—working constantly for the growth and improvement of your chosen industry.

Now we're at war, no one can see just what's ahead. Many of your hopes and plans—like ours—must be laid aside until the war is won.

Meantime, let's glance back a moment to strengthen our confidence in the future of radio. Look into case after case of once-outstanding developments that are preserved in the Bell Labs Museum. Many of them are just "museum pieces" now because research brought forth *far better* communication equipment!

Here's proof of the amazing progress made in years past—and a promise of still better things to come. For today Bell Laboratories engineers are pushing ahead in radio research under the increased pressure of war.

Look ahead with confidence! *Count on Bell Labs and Western Electric to adapt war-time discoveries and developments to your peace-time needs—for Better Broadcasting—when the threat to America has been crushed!*

Distributed by GRAYBAR

DISTRIBUTORS: In U.S.A.: Graybar Electric Co., New York, N.Y. In Canada and Newfoundland: Northern Electric Co., Ltd. In other countries: International Standard Electric Corporation.

Western Electric
EQUIPPED FOR BETTER BROADCASTING

PRODUCED in cooperation with the Radio Branch of the War Department Bureau of Public Relations, a new five-a-week serial, *Chaplain Jim—U.S.A.*, starts on Army Day, April 6, on the BLUE. Originating in New York and scheduled to run for the duration, the feature will be heard nationwide 10:45-11 a.m. The new series, produced with War Department research aid, is designed to describe military life through the eyes of an Army chaplain. The central character of the story, a two-fisted chaplain, will recount various phases of Army life through his contacts with men in the services as he helps solve the men's problems in camp and at home.

D. C. Defense

UTILIZING the audience building power of the networks' *This Is War!*, WJSV, Washington, cues in its own localized war program, *Civilians at War*, at the conclusion of the network feature. The local version gives a quarter-hour of Washington defense news, incorporating appeals for defense workers.

* * *

Date With Ten

AFTER TAKING ten strange women to lunch, Don Norman, of WOR, New York, puts them through a rapid-fire question bee with emphasis on romance. This forms the basis for *Your Date With Don Norman* heard on WOR, Mondays through Friday at 1:45 p.m. Sponsor is Andy Lotshaw & Co.

"HERE'S A BEE FER YOUR BRITCHES! WDAY IS THE ONLY STATION COVERING THE WHOLE, RICH RED RIVER VALLEY! JUST BUZZ FER THE WHOLE STORY!"

WDAY
FARGO, N. D.
5000 WATTS-NBC
AFFILIATED WITH THE
FARGO FORUM

FREE & PETERS, INC. NATIONAL REPRESENTATIVES

Purely PROGRAMS

Sound Guesses

FEATURING interviews with Southern California defense workers, a new variety show, *Look Who's Here*, conducted by Art Linkletter and Jacqueline DeWitt, has been launched on CBS Pacific Coast stations. An audience participation game, called Soundies, in which participants guess a historic or current news event merely by pertinent sound effect, is highlighted. Prizes of $5 are awarded. Joe Twerp writes the series while Al Span is network producer.

* * *

Strictly Naval

KOIN, Portland, running *Know Your Navy*, 10:45 p.m., Fridays, has given the program a new twist with a series dealing with the privateers, colonists who guarded America's shores before the birth of the Navy. Scripts are prepared by the Oregon WPA Writers Project and men from the Portland Naval Recruiting Office add a salty touch. Production is supervised by Johnny Carpenter, head of KOIN's special events staff.

* * *

Knowing WGN

TO GIVE listeners a better knowledge of programs and personalities on WGN, Chicago, the station has started *This Is WGN*, weekly half-hour Monday through Friday, 2:30 p.m., produced by the special events department. The program consists of interviews with behind-the-mike personnel on the station—actresses, sound effects men, announcers, engineers, writers, telephone girls, etc.

PANAMA LATEST STOP
Camel Show Performing for Troops in Zone

PANAMA is the latest stop for the *Grand Ole Opry* unit of the *Camel Caravan* after traveling more than 50,000 miles in the United States where the unit played in 19 States at Army camps, hospitals, flying fields, naval bases and Marine barracks. The unit is doing four shows daily before the fighting forces at Panama. It is claimed this is the first time a show of this kind has played in Panama and the first time a similar show has left the United States.

The troupe was accompanied to Panama by Richard Marvin, radio director for Wm. Esty & Co., New York, and Irwin Nathanson, vice-president of Tom Fizdale Inc., doing the publicity for Esty and also handling bookings for the Caravan. It is said the troupe will again tour this country to fill requests for return engagements at Army and other camps.

Physical Fitness

TO SPUR the nation into physical fitness, BLUE will salute American heroes who have achieved recognition for stamina and courage, in a weekly series titled *The Show of Yesterday & Today*. In cooperation with the U. S. Division of Physical Fitness, BLUE will bring before the microphone guest stars from the roster of living athletes, war heroes and others and will pay tribute to the exploits of American heroes who have distinguished themselves in the past as well as in the present. The programs will be interspersed with music by Blue Barron and his Orchestra, featuring old and new tunes in keeping with the theme of the program.

* * *

Dog and 'Cubbard'

WCSC, Charleston, S. C., which replaced its street quiz with *All Gold Mother Hubbard's Cubbard*, sponsored by All Gold Canned Foods, reports the new show has equalled the audience-drawing power of its predecessor. New program features daily giveaway of 12 cans of sponsors product and $5 in defense stamps. Charles McMahon, program director of WCSC is m.c., Tommy Means, publicity director, furnishes piano-accordion music, and the show also features "Nugget", the All-Gold washed dog.

* * *

Keystone State

A NEW SERIES of programs dramatizing the history and development of Pennsylvania was started March 28 on WFIL, Philadelphia, called *Pennsylvania, Keystone of Democracy*, the programs present dramatic accounts of the highlights of Pennsylvania's past, emphasizing most especially the state's contribution to American democracy. The programs have been prepared by the Pennsylvania State Historical Commission and produced by S. K. Stevens, State Historian.

* * *

War Quiz

BOOKS ON THE WAR are given to listeners whose questions are used on *Quizzing the War*, weekly program on WMCA, New York, featuring a changing panel of war experts. The bonus for those who stump the authorities includes a war map and the latest series of war savings stamps. Ted Cott conducts the program [BROADCASTING, March 16].

WISN, Milwaukee, which recently broadcast *They Live Forever*, a program asking for blood donors for the American Red Cross, reports that immediately following the broadcast the entire staff of 40 WISN employes offered their services and a WISN Blood Donors Club has been organized.

KOIN and KALE
CBS • PORTLAND, OREGON • MBS
Ask your Agency to ask the Colonel!
FREE & PETERS, Inc., National Representatives

RECORD LIBRARIES UNAFFECTED BY WAR

INDICATING that the transcription library field has not been affected by the war, Gerald King, founder and co-owner of Standard Radio, Hollywood recording firm, has expressed the belief that business in that category is definitely improving. Mr. King, in making his statement last week, said.

"After the first flurry of uncertainty and doubt caused by the sneak attack on Pearl Harbor last Dec. 7, the radio industry quickly rallied. To be sure we received in those first few days some cancellations. But since then our business has returned to normal and, in fact, seems on the upswing. It appears to me now, as never before, stations need the best in recorded music to properly service their local business.

"We at Standard feel that it is our duty toward our many subscribes to carry on with our policy, established over a year ago, of transcribing name bands such as Ellington, Freddy Martin, Bob Crosby, Ray Noble, etc., and for that reason we have scheduled for the rest of 1942 the most ambitious program since our entry into the transcription business."

Mrs. Leta S. Gosden

MRS. LETA SCHREIBER GOSDEN, former wife of Freeman Gosden, Amos of the radio comedy team *Amos 'n' Andy*, died in Beverly Hills March 25 of a heart ailment. She was 36 and had been in ill health for two years. She was divorced from Mr. Gosden in 1940. They had two children, Freeman Jr., 13 and Virginia, 11.

LEARNING THE ANGLE at which to hold the pen when inking a BLUE contract are new salesmen of the BLUE Central Division, E. R. Peterson (left), formerly of the Chicago Better Business Bureau, and Ray V. Hamilton (right), formerly general manager of the *St. Louis Star-Times* radio properties, KXOK, St. Louis, and KFRU, Columbia, Mo. E. R. Borroff, vice-president in charge of the Central Division, is the teacher, while M. R. Schoenfeld, sales manager, looks on.

Vick Knight Aids Army

VICK KNIGHT, director-producer since October, 1941, of Fred Allen's *Texaco Star Theatre*, sponsored on CBS by Texas Co., New York, on March 30 will be released from his contract to join the radio branch of the War Dept. as director of short-wave broadcasts serving without compensation. Mr. Knight's first assignment will be the preparation of 10 *Command Performance* programs.

Anti-ASCAP Bill in N. J.

ANTI-ASCAP legislation has been introduced by George H. Stanger, of Vineland, N. J., in the New Jersey State Legislature. The measure seeks to regulate copyrighted vocal and instrumental musical composition monopolies and was referred to the Judiciary Committee. Anti-ASCAP legislation has been introduced in New Jersey each year, but no bill has come out of committee.

Hook Drug Store Chain, After Year on the Air, Enlarges Its Schedule

INDIANA'S largest chain of drug stores, the Hook Drug Co., which embarked on its first venture in radio advertising only a year ago with the use of six one-hour morning periods on weekdays over WIRE, Indianapolis, has signed a new contract with that station calling for additional time in the amount of seven half-hour late evening periods weekly and a full-hour daytime program on Sundays as well as continuance of its morning series.

Hook, with drug stores throughout the State, previously had spent the bulk of its advertising budget in newspapers. No radio advertising had been used until a year ago when John Hook, president of the drug chain, signed a year's contract for a *Musical Clock* program six mornings a week. As a result of the success of this program, the drug organization has not only renewed its contract but has also increased its time on the air from six hours a week to its present total of 10½ hours a week.

Hook's new half-hour strip every evening from 10:30 to 11 p.m. has been named *Starlight Trail* and features Sydney Mason with music, poetry and philosophy.

MAYO BROS. VITAMINS Inc., 639 So. Spring St., Los Angeles, has started an advertising campaign for Family Formula and Vitamin B. products, placing direct. A. A. Butterworth is advertising manager.

STARTED GROWING MARCH 1932

WHOM

"AMERICA'S LEADING FOREIGN LANGUAGE STATION"

NOW CELEBRATING TEN YEARS OF PROGRESSIVE MANAGEMENT

PAUL HARRON — JOSEPH LANG

WITH PREVAILING CONDITIONS and the constant necessity of keeping the foreign language radio audiences well informed on the Government's War efforts . . . this station is performing a patriotic service.

HAVING THE FACILITIES to broadcast in 8 different languages . . . on full time operation . . . to provide genuine help in guiding and directing buying emotions . . . has given this station the largest foreign language audience in America.

OVER 2,000,000 FAMILIES . . . America's biggest foreign language market . . . look to this station for advice on what to buy . . . on how to adjust their purchases to the changing times . . . they rely on this station for help in solving many of their home problems.

1480 Kilocycles
FULL TIME OPERATION
New York Offices & Studios
29 West 57th Street
Telephone: PLaza 3-4204

MANY SATISFIED CUSTOMERS have been using the facilities of this station continuously over a period of years. You owe it to yourself . . . as an advertiser . . . to investigate these facilities that afford you an established market today . . . a market you can be sure of tomorrow.

Merchandising & Promotion

War Games—Shopping Bags—Stamps For Fans—Yankee Sign—Press Help

BECAUSE OF changes caused by the Havana Treaty allocations, the Canadian Broadcasting Corp. is making a listener survey on nine of its 10 stations, leaving out CBY, Toronto, with the use of a war game "Carrying the Tools To Britain" and a world war map. The game is used for coverage data on the daytime audience, is obtainable by listeners for 10 cents, and features a map of Canada, Atlantic Ocean and Great Britain, with players moving by points on a spinner with planes, guns, shells, food, etc., from Vancouver to Britain. Reverse side of game carries story in word and picture of Canada's war effort, and CBC's wartime role. World war map, for night-time coverage, 25 cents to listeners, measures 37x50 inches, is printed in four colors, carries box features on grand war strategy and illustrations of pincers moves on global front by United Nations and Axis. Map folds like a road map, carries only name of CBC and crest in compass. Announcements on both coverage features started late in March.

* * *

Topeka Magnets

GADGET collectors who replenish their museums from time to time by trophies attached to promotion pieces of WIBW, Topeka, now have little magnets on display. "Like the magnet that it is . . ." says WIBW, etc.

Market Bag

A SHOPPING BAG has been designed and launched by Isabel Manning Hewson, heard on *Morning Market Basket*, NBC-Red program, as a contribution to the drive to conserve paper. The housewive's market bag is made of an unbleached material similar to canvas guaranteed to last "for the duration" and bears a red, white and blue "V for Victory" insignia. The so-called "Victory Bag" is offered for sale at cost to listeners only.

* * *

Hog Raisers

DESIGNED to give recognition to the State's leading hog raisers and to promote the national "Food for Freedom" campaign, the farm news department of WHO, Des Moines, will present awards of merits to Iowa farmers to be named as Master Pork Producers. Drive is in cooperation with the Iowa Swine Producers and Iowa Agricultural Extension Service and selections will be based on 1942 farm records.

RETAILING FORUM

Current Sales Conditions Studied by Local Club

GATHERING material for a similar forum to be conducted at the International Affiliation of Advertising Clubs Convention in Niagara Falls, Ont., May 16, an inquiry was conducted into the status of local business last Monday by the Advertising & Sales Club of Greensburg, Pa.

The meeting, organized by George Podeyn, manager of WHJB, that city, queried local merchants on retail sales, metal industries, sanitation, printing, rubber products and advertising service. Concensus indicated a tendency to operate close to the changing allotment of normal supplies and trading privileges. In nearly every case a customer spirit of cooperation was reported and that rationing orders were being accepted in good spirit.

Retail and food business, the survey disclosed, showed the best stability and reported no immediate revision of sales methods other than that which concerned deliveries.

* * *

Yankee Display

YANKEE NETWORK has erected a huge sign on its Boston building. Being 28 feet high and 18 feet wide, it incorporates the attraction display feature employed in theatre marquees. The sign's open area is covered with slashed opal glass, illuminated from within by white neon tubing. Against this background, headline programs are announced in streamlined silhouette attraction letters. On high in red, white and blue letters over 2 feet tall are the identifying words, The Yankee Network.

* * *

WJZ Pix

STARS on WJZ's programs are boosted in a nine-foot revolving display placed in the window of the Esso Tourist Bureau in the RCA Bldg. in New York. Photographs of WJZ stars featured in the display will be changed every three days. Spotlights, big silver stars, and a large size WJZ microphone set off the exhibit, which is designed to promote WJZ programs among the 26,000 tenants of the RCA Bldg. and approximately 125,000 who enter its doors every day.

* * *

Stamps for Songs

KOA, Denver, running *Shorty & Sue*, 15-minute roundup of western songs, is giving defense stamps for most interesting fan letters requesting numbers. Listeners are also given pictures of Shorty and Sue as check on listener response. Another check is tabulated on requests for each song.

* * *

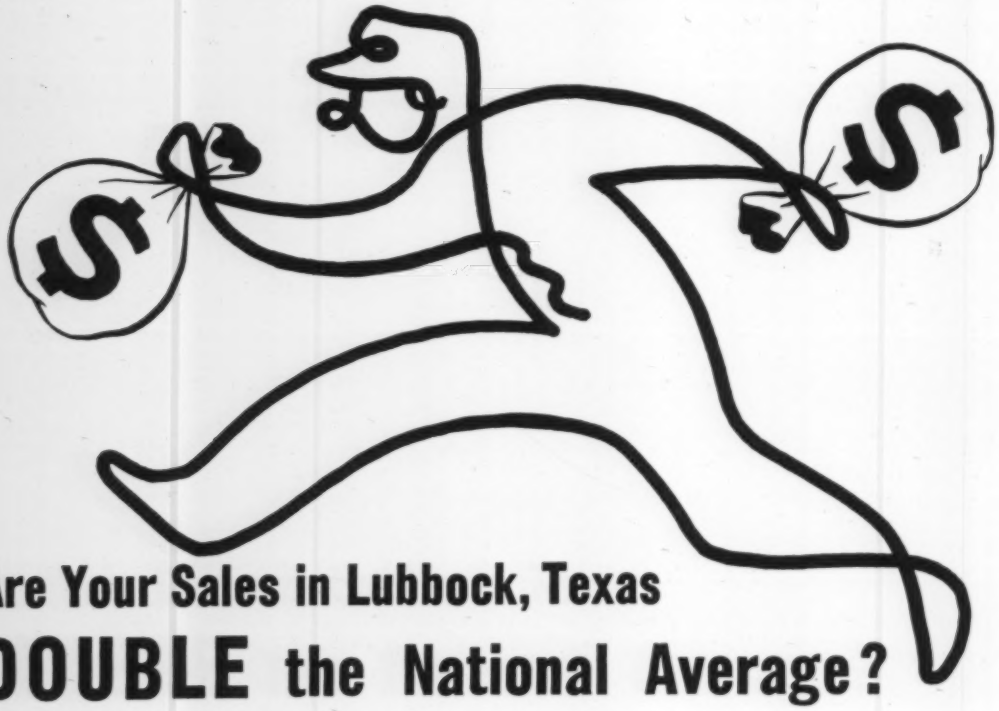
Sales Meeting Aid

PROVIDING a turntable and an attendant for the playing of sales messages from Philip Morris Co. executives, KOA, Denver, helped the Biow Co. in a merchandising presentation to a salesman's meeting in Denver.

* * *

Press Cooperates

ALL three local newspapers gave generous space to a dog-naming contest of WCKY, Cincinnati, conducted by the Junior League in promoting its weekly Community-War Chest program.



Are Your Sales in Lubbock, Texas

DOUBLE the National Average?

In 1939 Lubbock's Average Retail Sales Per Family totaled $2,433 . . . highest in Texas for cities over 20,000 population—more than double the national average.

—Market Data Book 1942

Prosperity continues! Lubbock County led the state in cotton production and butter manufacturing in 1941. Millions have poured in for National Defense construction.

KFYO in the heart of this moneyed market is paying off for national advertisers.

Get The Attractive Combination Rate On The

Taylor-Howe-Snowden Group

KGNC AMARILLO **KFYO** LUBBOCK **KTSA** SAN ANTONIO **KRGV** WESLACO

NEW SPORTS DIRECTOR of WWRL, New York, Jocko Maxwell has been one of the country's few negro sportscasters for the last 12 years. Maxwell's appointment last week by Robert Catherwood, general manager, culminates a career of sports announcing on WNJ, Newark; WRNY, New York; WLTH, Brooklyn; WHOM, Jersey City. He came to WWRL in 1938.

Mr. Pellegrin Replies

(Continued from page 24)

quantity, many stations have a standard rate (or frequency discount) based on 500 announcements, 1,000 announcements, etc. At least, this extra discount is allowed by those stations that *want* that type of order. Many stations, remember, cannot *afford* to take many such accounts, because by so doing, and allowing substantially larger discounts, they actually *reduce* their total revenue.

The whole theory of frequency discounts is based, not so much on the idea of offering an incentive to clients to buy more, as on the fact that it is more economical for a station to serve one client with 52 announcements than it is to serve 52 clients with one announcement each. Therefore the station is able to effect certain economies in handling a quantity order, and can pass that saving on to the client in the form of a frequency discount (which also does serve as an incentive to the buyer).

Diminishing Returns

But if this were further extended to provide for additional "volume" discounts, the economic law of diminishing returns could very conceivably apply and make it unprofitable for stations to handle accounts running above a certain maximum. This may sound like a far-fetched statement, but if you work it out for any one of many stations you know that are already in a fairly well sold-up condition, you will readily see what an effect it would have on their total revenue.

Furthermore, the adoption of such a policy would tend to a concentration of high-volume business on relatively fewer stations, to earn the added volume discounts. This would penalize the second stations, the supplementary stations, the stations in secondary markets and the local stations. In the promotion of a healthy, competitive industry, diversification of advertising is to be encouraged. And on this basis, the ultimate, long-range interests of the clients are likewise best served.

The networks were pioneers in allowing volume discounts, for excellent reasons dealing with the peculiarities of network operation. M & O stations, following network pattern, likewise allow them. These plans have long been known to all stations and available to them. Network affiliated stations have the benefit of advice from the network business office. National sales representatives, long skilled in all rate techniques, advise their stations closely on rate matters. Therefore if the industry as a whole has retained the frequency discount plan in preference to all others, I would weigh that fact carefully in considering any changes.

Perhaps this is a proper subject for discussion at the agency session during the NAB convention in Cleveland next May, to be handled by your committee. We are very much encouraged to know that you are thinking so seriously about radio problems, and I'll look forward to more from you on this subject. I sincerely believe that only by the application of a lot of thought and thorough discussion can radio continue to make progress. We certainly want and need the help of all our friends."

No Disturbance

UTILIZING the joke-weary telephone line for a new purpose, a sponsor on WLAG, LaGrange, Ga., finds it perfect for avoiding disturbance when he listens to his news program. He calls WLAG before the program goes on the air and has the telephone of the control room left off the hook and placed near the mike. Psychological results, says the sponsor, is that no one will disturb him while he is using the telephone.

Two Educational Groups To Hold Radio Sessions

TWO STATE conferences on radio were announced last week, to take place in April. On April 18 the newly-formed New Jersey Assn. for Radio in Education will hold an all-day meeting at Trenton State Teachers College, with Lyman Bryson, recently appointed CBS director of education, as speaker.

The second Wisconsin Conference on Better Radio Listening will be held in Madison April 25, bringing together representatives of the Wisconsin division of the American Assn. of University Women, the County Rural Federations, Catholic Women, Council of Jewish Women, Wisconsin Congress of Parents & Teachers, Wisconsin Council of Church Women, and Federation of Women's Clubs.

GILBERT BRAUN, freelance publicity man, specializing in radio programs and personalities, has moved to larger offices at 67 W. 44th St., New York.

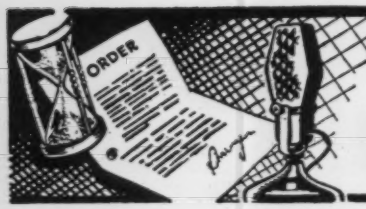
$678,024,000.00 ANNUAL INCOME OF WIBW FARM FAMILIES*

YES, "come and get it", because WIBW has been establishing and influencing farm buying habits in this area for almost two decades.
There are two reasons for this—both mighty important to you. First, our neighborly, person-to-person way of selling is nothing less than the sincere recommendation of one friend to another. Second, our easily-heard, 6-state signal reaches 4,811,511 loyal, responsive listeners. That's because of the tremendous "sock" 5 kilowatts has on our enviable frequency of 580 kc.

"COME AND GET IT" WITH WIBW

* *11 months only*
Source: Farm Income Situation, Jan. 1942 USDA

WIBW IN TOPEKA "The Voice of Kansas" COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO



THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KOMA, Oklahoma City

Penick & Ford, New York (My-T-Fine dessert), 4 *ta* weekly, thru BBDO, N. Y.
Dr. W. B. Caldwell Inc., Monticello, Ill. (proprietary), 10 *ta* weekly, thru Sherman & Marquette, Chicago.
National Biscuit Co., New York (Premium crackers), 5 *sp* weekly, thru McCann-Erickson, N. Y.
General Foods, New York (Grapenuts), 5 *t* weekly, thru Young & Rubicam, N. Y.
Rit Products Corp., Chicago (dyes), 8 *ta* weekly, thru Earle Ludgin Inc., Chicago.
American Chicle Co., Long Island City (Dentyne), 5 *ta* weekly, thru Badger & Browning, Boston.
Swift & Co., Chicago (Jewel shortening), 6 *ta* weekly, thru J. Walter Thompson Co., Chicago.
Sunway Vitamin Co., Chicago, 2 *sp* weekly, thru Sorensen & Co., Chicago.
Plough Sales Co., Memphis (Penetro), 5 *ta* weekly, thru Lake-Spiro-Shurman, Memphis.

WATN, Watertown, N. Y.

National Biscuit Co., New York (NBC bread), 5 *sa* weekly, thru McCann-Erickson, N. Y.
Shell Oil Co., New York, 12 *t* weekly, thru J. Walter Thompson Co., N. Y.
New York State Savings Bank Assn., 7 *t* weekly, thru Ruthrauff & Ryan, N. Y.
Adam Scheidt Brewing Co., Philadelphia (Rams Head Ale), 6 *sa* weekly, thru Carter-Thompson Co., Philadelphia.
Marlin Firearms Co., Bridgeport (Marlin blades), 6 *t* weekly, thru Craven & Hedrick, N. Y.
Pepsi-Cola Bottling Co., Long Island City (beverage), 6 *ta* weekly, thru Craven & Hedrick, N. Y.
P. W. Minor & Sons, Batavia, N. Y. (Treadeasy shoes), 7 *t* weekly, thru Stewart, Hanford & Casler, Rochester.

WGY, Schenectady

Peter Paul, Naugatuck, Conn. (candy and gum), 3 *sp* weekly thru Platt-Forbes, N. Y.
McKesson & Robbins, Bridgeport, Conn. (Calox tooth powder), 3 *sa* weekly thru J. D. Tarcher & Co., N. Y.
Kellogg Co., Battle Creek, Mich. (Pep), 9 *sa* weekly thru Kenyon & Eckhart, N. Y.

WOR, New York

Radbill Oil Co., Philadelphia (Renuzit French Dry Cleaner), 5 *sp* weekly, thru Harry Feigenbaum, Philadelphia.
Fred Fear & Co., Brooklyn (Chick Chick and Presto Easter Egg Colors), 6 *sp* weekly, thru Menken Adv., N. Y.

KFI, Los Angeles

Log Cabin Bread Co., Los Angeles (bread), 2 *ta* weekly, thru Dan B. Miner Co., Los Angeles.
Sparklett's Drinking Water Corp., Los Angeles, 5 *sp* weekly, thru Raymond R. Morgan Co., Hollywood.

WNEW, New York

Cooper Safety Razor Corp., Brooklyn (razor blades), 3 *sa* and 4 *t* weekly, thru Heffelfinger, N. Y.
Finlay-Strauss Stores, New York (jewelry), 25 *t* weekly, thru Arthur Kudner, N. Y.

WHN, New York

Morris Plan Industrial Bank, New York, 7 *sp* weekly, 13 weeks, thru Gotham Adv. Co., N. Y.

WABC, New York

Mutual Benefit Health & Accident Assn., Newark, 6 *sp* weekly, thru M. H. Hackett, N. Y.

WINS, New York

Fels & Co., Philadelphia (Fels Naptha soap and chips), 36 *sa* weekly, 26 weeks, direct.

WPTF, Raleigh

Ballard & Ballard, Louisville (bakery), 10 *sa* weekly, thru Henri, Hurst & McDonald, Cincinnati.
Eaton Paper Co., Pittsfield, Mass., 3 *ta*, thru Grey Adv., N. Y.
Fashion Frocks Inc., Cincinnati, 3 *t* weekly, thru Franklin Bruck Adv. Corp., N. Y.
General Foods Corp., New York, 5 *t* weekly, thru Young & Rubicam, N. Y.
Kasco Mills Inc., Waverly, N. Y., 1 *t* weekly, thru Campbell-Sanford Adv. Co., Cleveland.
Lady Esther Co., Chicago (cosmetics), 39 *ta*, thru Pedlar & Ryan, N. Y.
North American Accident Ins. Co., Newark, 3 *t*, 2 *sp*, weekly, thru Franklin Bruck Adv. Corp., N. Y.
Dr. Salsbury Labs., Charles City, Ia. (proprietary), 2 *ta* weekly, thru N. A. Winter Adv. Agency, Des Moines.
Wilson & Co., Chicago (shortening), 52 *sp*, thru U. S. Adv. Corp., Chicago

WPAT, Paterson, N. J.

National Biscuit Co., New York (bread), 25 *ta* weekly, thru McCann-Erickson, N. Y.
Liebmann Breweries, New York (Rheingold), 15 *sa* weekly, thru Young & Rubicam, N. Y.
F. W. Woolworth Co., New York, 13 *sa*, 3 *sp*, thru Lynn Baker Co., N. Y.
Harry Blum Co., Passaic, N. J. (cigars), 44 *sa* weekly, thru Milton J. Adler Adv., N. Y.
Abelson's Inc., Newark (chain jewelers), 48 *sa* weekly, thru Lewis & Tokar, Newark.
Westminster Life Insurance Co., Chicago, 18 *sa* weekly, thru Schwimmer & Scott, Chicago.
Wise & Co., New York (publishers), 6 *t*, thru Northwest Radio Adv., Seattle.
Schwarz Drug Co., Newark (chain drug stores), 3 *sp* weekly, thru Frank R. Waxman Adv., Newark.

KHJ, Hollywood

Wilson Packing Co., Chicago (ham), 6 *sa* weekly, thru Brisacher, Davis & Staff, Los Angeles.
S. M. Cowen, Los Angeles (chain credit dentist), 5 *sa* weekly, thru The Mayers Co., Los Angeles.
California Aircraft Institute, Los Angeles (school), 5 *sp* weekly, thru Hillman-Shane-Breyer Inc., Los Angeles.
Rainier Brewing Co., San Francisco (beer), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.

WJZ, New York

Sweets Co. of America, Hoboken, N. J. (Tootsie Rolls), 10 *sa* weekly, 26 weeks, thru Biow Co., N. Y.
Carter Products, New York (Little Liver Pills), 5 *sa* weekly, 52 weeks, thru Street & Finney, N. Y.
John Optiz, New York (J O insect powder and paste), weekly *sp*, then 2 *sp* weekly, thru W. I. Tracy, N. Y.

KPO, San Francisco

Langendorf United Bakeries, San Francisco (bread), 271 *sa* and *ta*, thru Ruthrauff & Ryan, San Francisco
Langendorf United Bakeries, San Francisco (bread), 156 *sa*, thru Erwin, Wasey & Co., San Francisco.
Wesson Oil & Snowdrift Sales Co., New Orleans (Wesson Oil), 3 *sa* weekly, thru Fitzgerald Adv. Agency, New Orleans.
Welch Grape Juice Co., Westfield, N. Y., 6 *ta* weekly, thru H. W. Kastor & Sons, Chicago.
Golden State Co., San Francisco (milk products), 4 *ta* weekly, thru Ruthrauff & Ryan, San Francisco.
General Electric Supply Co., San Francisco (electric blankets), 20 *sa*, thru The Connor Co., San Francisco.
Larus Bros. Co., Richmond, Va. (Domino cigarettes and Edgewood tobacco), 3 *ta* weekly, thru Warwick & Legler, N. Y.
Gardner Nurseries, Osage, Ia. (plants), 6 *sp*, thru Northwest Radio Adv. Co., Seattle.
Seven Up Bottling Co., San Francisco (7 Up), weekly *sa*, thru Rhoades & Davis, San Francisco.
Chuck Dutton, Berkeley, Cal. (music course) 4 *t* weekly, thru Emil Reinhardt, Oakland.

CKCL, Toronto

Pal Blades Co., Montreal (razor blades), 6 *sa* weekly, thru J. Walter Thompson Co., Montreal.
Lever Bros., Toronto (Lifebuoy), 25 *ta* weekly, thru Ruthrauff & Ryan, N. Y.
W. H. Comstock Co., Brockville, Ont. (proprietary), 3 *sa* weekly, thru A. McKim Ltd., Toronto.
Perfect Circle Co., Toronto (piston rings), 5*sa* weekly thru McConnell, Eastman & Co., Toronto.
Pacquin Inc., Montreal (hand cream), 5 *sa* weekly, thru Ronalds Adv. Agency, Montreal.

WMAL, Washington

Benrus Watch Co., New York, *ta*, 52 weeks, thru Admasters, Washington.
General Baking Co., New York (Bond Bread), 24 *ta*, thru Ivey & Ellington, Philadelphia.
Philadelphia & Reading Coal & Iron Co., Philadelphia, *sa*, 7 weeks, McKee & Albright, Philadelphia.
Waste Paper Consuming Industries (Conservation Program), *ta*, 13 weeks, thru Olian Adv. Agency, St. Louis.

KMJ, Fresno

Macfadden Publications, New York (True Story), 4 *ta* weekly, thru Arthur Kudner Inc., N. Y.
William H. Wise Co., New York (books), 5 *t* weekly, thru Huber Hoge & Sons, N. Y.
Hulman & Co., Terre Haute, Ind. (baking powder), 3 *sa* weekly, thru Pollyea Adv., Terre Haute, Ind.

WFIL, Philadelphia

Washington State Apple Advertising Commission, Wenatchee, Wash. (apples), 1 *sa* weekly, thru J. Walter Thompson Co., San Francisco.

Blanket Coverage in Montana

Adv.

Advertising Paves Way For Quick Changes in World, Asserts Malkiel

"TODAY, advertising is serving as a national cushion, a cushion to ease the shock of daily living changes and to prepare the way for future changes which are coming fast and furious," David Malkiel, head of the David Malkiel Adv. Agency, Boston, stated in an interview broadcast last Monday on WCOP, Boston, as part of the station's *Boston Merchants & Defense* series.

The reason the public has taken tire rationing, gas rationing and sugar rationing in its stride, Mr. Malkiel continued, is because "the tire manufacturers, the gasoline companies, the automobile makers, the railroads, the public utilities and hundreds of private enterprises who are using every available advertising dollar to explain the reasons for shortages, the necessity for strict economy, to urge conservation and to prevent hysteria.

"And the same advertising money is telling you how proud you should feel to be able to pay the tremendous taxes our Government needs to insure our American way of life."

Metropolitan Contracts Awarded Four Singers

METROPOLITAN OPERA contracts were awarded young American singers who won the competition in the seventh annual *Metropolitan Opera Auditions of the Air*, on NBC, marking the first time that four first-place winners were named.

A. W. Steudel, president of Sherwin-Williams Co., Cleveland, sponsor, announced the winners as follows: Clifford Harvuot, baritone, of Norwood, O., and Cincinnati; Margaret Harshaw, contralto, of Narbeth, Pa.; Frances Greer, soprano, of Piggott, Ark. and Philadelphia, and Elwood Gary, tenor, of Baltimore. A check for $1,000 went to each singer, in addition to the opera contract. Two other finalists received special commendation and checks for $500 each with the pledge that the Metropolitan would have the first option on their services.

Ramsay Paint in Canada

A. RAMSAY & SON Co., Montreal (paints), has started spot announcements at varying weekly frequencies on a large number of stations in Ontario, Quebec and the Maritime Provinces. Account was placed through A. McKim Ltd., Montreal. Same sponsor on March 21 started *La Veillee du Samedi Soir de Ramsay* on CBC French network of CKAC, Montreal; CHRC, Quebec; CJBR, Rimouski, Que., Saturday, 8:30-9 p.m. Agency is A. McKim Ltd., Montreal.

Anacin Revises 'Aces'

ANACIN Co., Jersey City (headache powders), on March 24 discontinues the repeat broadcast of *Easy Aces* on 12 BLUE Pacific Coast stations, heard 12 midnight—12:15 a.m. The broadcasts are now heard Tuesday, Wednesday and Thursday, 7-7:15 p.m. on 83 BLUE stations. Agency is Blackett-Sample-Hummert, New York.

Radio Advertisers

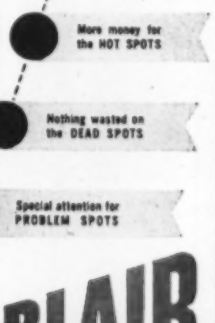
SOCONY-VACUUM OIL Co., New York, has started *Sister Emmy* on WBBM, Chicago. Program, a quarter-hour Saturday morning comic serial, is heard in the interest of Socony household products such as Bug-A-Boo insecticide, floor wax and others. Company has also renewed for 52 weeks its early morning and late evening quarter-hour newscast on Monday through Saturday, making a total 3¼ hours it sponsors weekly on WBBM.

BUNTE BROS., Chicago (candy), has renewed for 13 weeks its present varied schedule of time signals, station break announcements and news programs on WBBM, Chicago; WISH, Indianapolis; WLW, Cincinnati; WJR, Detroit. Agency is Presba, Fellers & Presba, Chicago.

CREATIVE AGE PRESS, New York (*Tomorrow* Magazine), has started thrice-weekly programs on *Lisa Sergio's Column of the Air*, six times weekly quarter-hour program of news analysis, on WQXR, New York. Agency is Cowan & Dengler, New York. Programs on alternate days are sponsored by Botany Worsted Mills, Passaic, N. J. Agency is A. A. Sterling, New York.

WESTCO Co., Los Angeles (Van's shoe polish), new to radio, on March 23 started using a staggered schedule of 30 transcribed announcements weekly on KECA and KFAC, that city, and KMPC, Beverly Hills. Contracts are for 13 weeks. Elwood J. Robinson Adv. Agency, Los Angeles, has the account.

SPOT BROADCASTING
permits
SPOT BUDGETING
to fit each
market's volume



JOHN BLAIR & COMPANY
NATIONAL STATION REPRESENTATIVES
CHICAGO · NEW YORK · DETROIT · ST. LOUIS · SAN FRANCISCO · LOS ANGELES

Vigoro Spring Series

SWIFT Co., Chicago (Vigoro plant food), in its annual four-week spring campaign has placed a total of 7 one-minute announcements on WMAQ; 26 on WCFL; 24 on WJJD in Chicago; 24 on WISN, Milwaukee; and 13 on KSCJ, Sioux City. Agency is J. Walter Thompson Co., Chicago.

SEEMAN BROTHERS, New York (Flava-Bake, White Rose tea and coffee, and Kitchen Magic), has renewed *Kitchen Quiz*, thrice-weekly ten-minute program on WJZ, New New York, for 13 weeks. J. D. Tarcher & Co., New York, has the account.

PARAFFINE Co., San Francisco (Pabso paint), on March 17 started for 13 weeks sponsoring a twice-weekly five-minute transcribed program *The House Next Door*, featuring Ann Holden, interior decorator, on KFI, Los Angeles. Agency is Brisacher, Davis & Staff, San Francisco.

WILSON PACKING Co., Los Angeles (Tender Made ham), in a three-week pre-Easter campaign ending May 4, is using a total of 31 spot announcements on KHJ, Hollywood, and KGB, San Diego. Placement is through Brisacher-Davis & Staff, Los Angeles.

GREAT NORTHERN Life Insurance Co., Los Angeles, out of radio for six months, on March 23 started a six-weekly quarter-hour program of recorded concert music on KRKD, that city. Adv. Arts Agency, Los Angeles, has the account.

GILMORE OIL Co., Los Angeles, in a spring test campaign, is sponsoring a weekly quarter-hour newscast on KTMS, Santa Barbara. Firm later will extend schedule to include other West Coast stations. Agency is Ruthrauff & Ryan, Hollywood.

O'CONNOR, MOFFATT & Co., San Francisco (department store), on March 11 started *Judy in Wonderland* featuring Shirley Dinsdale, juvenile ventriloquist and her dummy "Judy Splinters", thrice-weekly on KPO, San Francisco. Agency is Ruthrauff & Ryan, San Francisco.

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (food products), has renewed for the fourth season the French quarter-hour program *Pierre et Pierrette* Tuesday, Thursday, Friday, on CKAC, Montreal, and CHRC, Quebec. Account was placed by McConnell Eastman & Co., Toronto.

PERFECT CIRCLE Co., Toronto (piston rings), has expanded its spot campaign in Eastern Canada to a number of Western Canada stations and plans to expand further in the West, with transcribed announcements five times weekly. Account is placed by McConnell Eastman & Co., Toronto.

WESSON OIL & SNOWDRIFT SALES Co., New Orleans, La. (Wesson Oil), recently started a series of 39 participations, three times weekly on the *International Kitchen* program of KPO, San Francisco. Agency is Fitzgerald Adv. Agency, New Orleans.

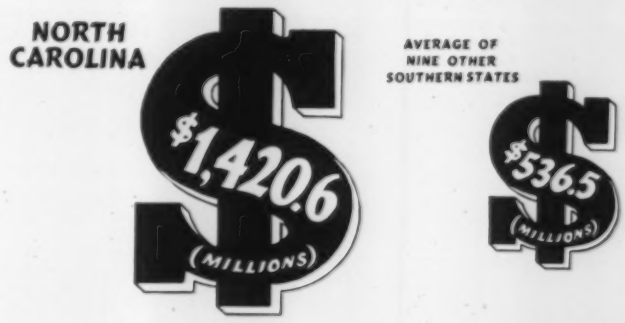
CHICAGO RUG & Carpet Cleaner Co., Chicago, on March 23 started six announcements weekly for nine weeks on WGN, Chicago. Agency is Robert Kahn & Assoc., Chicago.

LEANORD BROS. Department Store, Fort Worth, is sponsoring *Hi Neighbor* on KFJZ, Fort Worth, Mondays through Saturdays, 6-7:30 p.m. Contract is for 52 weeks.

USING RADIO for the first time, Finlay-Strauss Stores, New York, started sponsorship last week of 25 transcribed programs weekly on WNEW, New York, for its jewelry. The year's contract calls for 500 musical periods. Agency is Arthur Kudner, New York.

NORTH CAROLINA IS THE SOUTH'S NO. 1 INDUSTRIAL STATE!

VALUE of MANUFACTURED PRODUCTS
Source: — Census of Manufactures, 1939



WPTF in Raleigh is NORTH CAROLINA'S NO. 1 SALESMAN!

680 KC NBC Red 50,000 Watts

FREE & PETERS, Inc., National Representatives

I listened last night...

I leaned back last night and listened . . . . .

It was a good night for laughs. General Charlie McCarthy was a riot. Jack Benny stopped the show at the Marine Base. Dinah Shore's "He's A-1 in the Army" almost made me join up.

It was a good night for learning. Donald Nelson spoke. He says things. The news roundups took me 'round the world. I heard a forum on "what the individual can do to assist the war effort". There was plenty more.

It was good listening. But that's not the point.

While I listened, I heard a million words blending into one.

That word is VICTORY!

BROADCASTING

Don Lee Enforces News Restrictions

Newkirk's Own Code Covers Sources of Information

SELF-IMPOSED restrictions, in addition to those now holding forth under Government orders, have been issued by Van C. Newkirk, program director of Don Lee Broadcasting System, Hollywood, to news writers and commentators of that network.

Regulations pertain to stories originating in Axis-controlled countries. Rules, copy of which was sent to Byron Price, Director of Censorship, Washington, are as follows:

1. No news story originating at an Axis controlled point is to be used on the air without extreme clarification and qualification. For example:

The following dispatch taken from the enemy government controlled Japanese news service states . . .

Tokio originated news is government controlled and issued through the Japanese Bureau of Propaganda.

Various other derivations of the above two thoughts.

Balanced Sources

2. No story originating from an Axis point is to be used unless it is done in connection with an Allied story on the same subject. The only exception to this is where the Axis might break a seemingly extremely important news story on an isolated incident such as, a naval battle, in which case the story might be used:

(a) with the clarification that it could not be verified by any source; (b) with an explanation that the United States Navy communiques are not transmitted during action and therefore no news from our Navy is yet available.

This exception does not apply to a claim by the Axis of having captured a point that has been under seige such as Hongkong, Singapore and Rangoon have experienced, because they often release such stories as far in advance as they dare, in an effort to halt supplies on their way to the beseiged point.

3. No news story originating at an Axis point is to be used *following* its counterpart issued from Allied headquarters, as it is our belief that the last information given is the information most often retained by the listening public. In other words, if an Axis story warrants mention at all, the Allied story is to follow it, thereby helping to break down the effects of the Axis propaganda story.

4. It is suggested that even in using an Axis story, their figures be changed slightly in order to destroy any possible code message intended by them for agents in the Allied countries.

Opera Written for Radio

WRITTEN under a commission by NBC, a new one-act opera, "The Nightingale and the Rose", based on Oscar Wilde's fairy tale of the same name, will have its premiere on NBC-Red, Saturday, April 25, 2-3 p.m. (EWT). Composer is George Lessner, librettist is Nicholas Bela and conductor is Dr. Frank Black, NBC general music director.

INGENUITY REWARDED as Rudolph Black, employe in the General Electric Radio & Television Dept., Schenectady, waves a check for $800 received from GE for suggesting an improvement in the calibration of radio transmitters. Mr. Black has been with GE since 1935 when he joined the radio department at Bridgeport, Conn.

UPTON CLOSE, Hollywood news analyst, sponsored on NBC Pacific Red by Union Oil Co., has written a textbook titled *Ladder of History*, which will be released through MacMillan Co. for use in junior high schools.

Chesterfield Extends

LIGGETT & MYERS TOBACCO Co., New York, which has been conducting a test campaign of transcribed jingle announcements for Chesterfields on four Chicago stations, on March 23 added WLW, Cincinnati, to the list and on March 30 adds stations in Cleveland, Atlanta, Washington, Detroit and San Francisco. Original test for the two-minute jingles, featuring popular and Gilbert & Sullivan music, has been extended four weeks on the Chicago stations WAAF, WJJD, WCFL and WIND [BROADCASTING, March 2]. Newell-Emmett Co., New York, is the agency.

Quebec Province Appoints

H. A. BRUNO & Associates, New York, has been appointed to handle publicity in the United States for the Tourist Bureau of the Province of Quebec. Announcement was made by Hector Fontaine, president of the Canadian Advertising Agency, Montreal, which will place this season's American advertising for Quebec's Tourist Bureau.

AGENCY Appointments

PADRE VINEYARD Co., Cucamonga, Cal. (wines), to John H. Riordan Co., Los Angeles.

VITAMIN PLUS, New York, to Morse International, N. Y., for export advertising only, domestic remaining with Blaker Adv. Agency, N. Y.

COLORADO State Adv. & Pub. Com., Denver, to Max Goldberg Adv. Agency, that city, for radio advertising.

GRIESEDIECK BROS., St. Louis (brewers) to Ruthrauff & Ryan, St. Louis.

WESTERN AUTO SUPPLY Co., Los Angeles to Dan B. Miner Co., Los Angeles.

WHITEHEAD METAL PRODUCTS Co., New York to Barton & Goold Inc., New York. James I. Gorton, account executive.

PEARSON PHARMACAL Co., New York, to McCann-Erickson, New York, for Eye-Gene eye drops. No advertising plans have been made.

MORTON GOULD, composer-musical director of WOR, New York wrote and composed music for "Ring of Steel", War Department morale film to be released shortly.

THE BIG GENT TAKES A BOW

The following comparisons are from the C. E. Hooper Midwinter Indexes, 8:00 AM to 10:30 PM:

IN SAN ANTONIO

WOAI has almost THREE TIMES the listeners of the second station and more listeners than all other stations combined.

IN AUSTIN (75 Miles Distant)

WOAI has almost TWICE the listeners of the second station (an Austin station) and more listeners than all other stations heard there combined.

IN CORPUS CHRISTI (150 Miles Distant)

WOAI has over EIGHT TIMES the listeners of any outside station and almost TWICE the listeners of all outside stations combined.

WOAI
San Antonio
50,000 WATTS

CLEAR CHANNEL
AFFILIATE NBC
MEMBER TQN

Represented Nationally by EDWARD PETRY & CO.

THE POWERFUL ADVERTISING INFLUENCE OF THE SOUTHWEST

Agencies

SIDNEY G. ALEXANDER, media and radio director of Weiss & Geller, New York, has been appointed vice-president of the agency. Alexander was formerly engaged in radio and media work with Buchanan Co., New York, and H. M. Kiesewetter, New York.

ROBERT MORTENSON, assistant radio director of N. W. Ayer & Son, New York, is recovering from an emergency appendicitis operation which he underwent last week.

JULES NATHAN, formerly research director of Franklin Bruck, New York, is now media director for the agency. Betty Simmons leaves the media department to act as spacebuyer for Bruck.

CHURCHIL MURRAY, formerly advertising director of Guaranty Union Life Insurance Co., Los Angeles, has joined Stodel Adv. Co., that city, as production manager.

IDA SIDEMAN, assistant to John Crandall, timebuyer of Arthur Kudner, New York, has taken over his duties now that Mr. Crandall has joined the Army.

JERRY ROBINSON, recently with Forjoe Co., New York, station representative, and former salesman at WWRL, New York, has been named assistant to Bernard J. Prockter, radio director of Biow Co., New York agency.

REISS ADVERTISING announces removal from 30 Rockefeller Plaza, New York to 221 W. 57th St.

JANE E. SCOTT, former radio producer of Lord & Thomas, Chicago, has joined the New York office of William Morris Agency as a supervisor of radio scripts.

Brewer-Weeks Merges

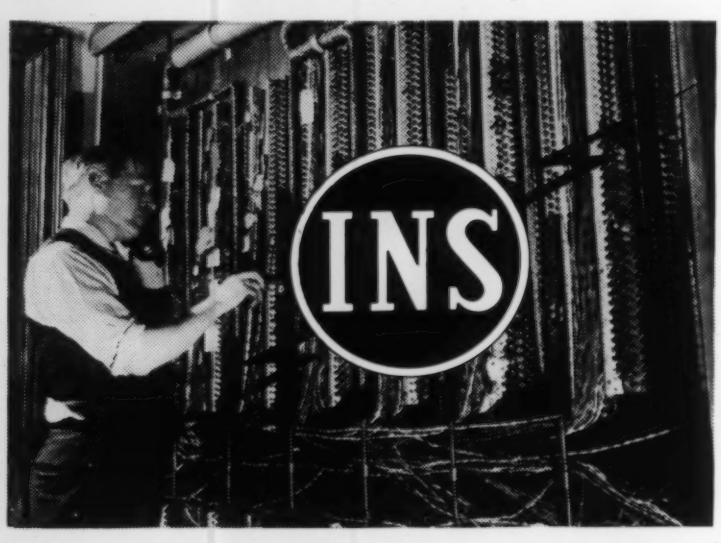
CONSOLIDATION of Brewer-Weeks Co., San Francisco, with the local office of Long Adv. Co., was announced last week by the new firm now under the name of Long Adv. Service. Larger quarters have been taken in the Monadnock Bldg., that city, and Kenneth J. Beavers is in charge. Mr. Beaver had been head of Brewer-Weeks since Maj. K. J. Brewer's departure to Washington. Agency also announced placement for Par Soap Co., Oakland, of *It Happened in the Service* on 21 NBC Pacific and affiliated stations.

WALTER O'MEARA, until recently copy director and chairman of the plan board of Benton & Bowles, New York and at one time with the Chicago office of J. Walter Thompson Co., has joined that company's New York office to direct creative work in collaboration with James W. Young.

WILLIAM BAKER, New York vice-president of Benton & Bowles, and Charles Mortimer, General Foods Corp. vice-president, were in Hollywood during late March to confer with Mann Holiner, West Coast agency manager, on summer replacement plans for the weekly NBC *Maxwell House Coffee Time*.

A. H. WAGNER, formerly of Fuller, Smith & Ross, Cleveland, has joined Hubbell Adv. Agency, Cleveland, as account executive.

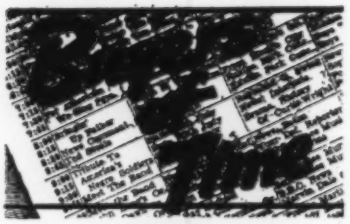
N. V. MAYNE, vice-president of Charles H. Mayne Co., Los Angeles agency, has resigned after eight years to establish Mayne Ideas, syndicated advertising service, at 3639 Amesbury Road, Hollywood.



SPEED

Shown above is the nerve center of INS, over which more than 150,000 words a day are distributed with lightning speed and accuracy.

INTERNATIONAL NEWS SERVICE



TOM CAMPBELL

A PRODUCT of the NBC training school, which through a series of lectures trains young men working as page-boys and guards in all phases of radio, Tom Campbell, timebuyer of Paris & Peart, New York, came up from the ranks to join the NBC station relations department which eventually led to his present position.

As a young graduate of Colgate U in 1937 Tom spent a year in training at NBC before being promoted to the station relations department in the fall of 1938. After three years, Tom felt he wanted to get into agency work and applied to Don Eastman, media research director of Paris & Peart. During the interview Tom said he had been telling Don of his qualifications and background when the phone rang and Don was asked where a certain station was located. Tom without being asked snapped the answer immediately and was hired on the spot. That was in August, 1941.

As an NBC guard one of Tom's duties was to "protect" Arturo Toscanini, then conducting the NBC Symphony. He says he had to see that the maestro was well-supplied with lime sugar balls and goats milk, but didn't mind, since being a lover of classical music he was able to hear all the concerts and rehearsals.

A collector of Indian relics, Tom spends some time each summer on expeditions into former Indian country.

At Colgate Tom was captain of the soccer team, 158-pound wrestling champion, a member of the college quartet and a student director of the glee club. And at his home town of Ridgewood, N. J. he has continued with his singing as a member of the Orpheus Glee Club.

Born in New York, July 28, 1914, Tom attended Hill School in Pennsylvania graduated from Ridgewood High School in 1933. Last December he married Jane Bigelow of Maplewood, N. J.

JOSEPH HERSHEY McGILLVRA, station representatives, has been appointed exclusive national representative of WEMP, Milwaukee.

Thomas Is Elected To Ad Council Post

Executive Committee Named For Operating Details

ELECTION of Harold B. Thomas, president of the Centaur Co., New York, to the position of vice-chairman of the board of the Advertising Council was announced last week.

Officials of the group which has been designated as a sort of steering committee to coordinate the wartime cooperation of the advertising industry with the Government, now include, in addition to Mr. Thomas, are Chester La Roche, chairman of the board of Young & Rubicam, New York, board chairman; Paul West, president of the Assn. of National Advertisers, secretary, and Frederic R. Gamble, managing director, American Assn. of Advertising Agencies, treasurer. This last title is a change as Mr. Gamble was formerly assistant to the chairman.

To work with Dr. Miller McClintock, executive director of the Council, and to direct the affairs of the organization between monthly board meetings, an executive committee has been established. This committee will meet whenever and as often as necessary, but at least once a week, it was said. Members are Mr. La Roche; Mr. Thomas; James W. Young, J. Walter Thompson Co.; Charles G. Mortimer, General Food Sales Co.; Paul Kesten, CBS; William G. Chandler, Scripps-Howard Newspapers; Albert E. Winger, Crowell-Collier Publishing Co.; Kerwin H. Fulton, Outdoor Adv.

Ad Club School Honors

GRADUATES of the 1941-1942 advertising and selling course of the Advertising Club of New York to receive honorable mention at the graduation dinner held last week included Nelson O. Argueso of Pedlar & Ryan; Mary McKee Butler of J. Walter Thompson Co.; Catherine Daly of Morse International, and Stanley H. Mullin of CBS.

Correction

IT WAS incorrectly stated in the March 16 issue of BROADCASTING that Robert T. Colwell, Lew A. Greene, Anson C. Lowitz and O'Neill Ryan Jr., had been elected vice-presidents of Ruthrauff & Ryan, New York. They were named to that title at J. Walter Thompson Co., New York.

"Ah ain't skeered o' no bad luck since Ah done got mah draft numbah from WFDF Flint Michigan."

H. M. Tedman Appointed To Head Gibbons Agency

HARRY M. TEDMAN has been appointed vice-president and general manager of J. J. Gibbons Ltd., Canadian agency with main offices at Toronto. He assumes his new post in a reorganization following the recent death of J. J. Gibbons [BROADCASTING, Feb. 9]. Mrs. Gibbons becomes president under the new arrangement. Other officers are Walter H. Hoare, secretary-treasurer, Toronto; Harold M. Reid, vice-president, Montreal; Gordon E. Hunter, vice-president, Winnipeg; Ewart G. McPherson, vice-president, Regina; Reg. G. Smith, vice-president, Calgary; D. N. Crawford, vice-president, Vancouver. New directors are Ralph A. Barford and R. B. Pattinson, and the vice-president at Toronto is R. A. Stapells. Mr. Tedman started as office boy with the Canadian Adv. Agency, with which J. J. Gibbons was also associated and, after five years in England, returned to Canada to found his own business, joining J. J. Gibbons in the agency business shortly thereafter.

WGAR Salary Boost

SALARY increases of 10% for staff members and 5% for officers of WGAR, Cleveland, were announced last week by John F. Patt, vice-president and general manager. Increases are retroactive to Jan. 1. Salaries were raised, it was explained, in view of the rising cost of living. G. A. Richards, WGAR president, in a message to Mr. Patt suggested that a portion of the raise be allotted by employes for the purchase of defense bonds in addition to the amount already subscribed in the WGAR Payroll Savings Plan.

WJR Defense Raises

BLANKET salary increase of 10% to 125 staff members, retroactive to Jan. 1, was announced last week by Leo J. Fitzpatrick, vice-president and general manager of WJR, Detroit. Five percent of the raise will be in cash, the other 5% in defense bonds. WJR was one of the pioneer stations to subscribe 100% for defense bonds, the practice having been instituted last May as a voluntary payroll deduction plan. The new plan replaces the old one.

CKLN, Nelson, B. C., has been assigned to 1240 kc. with 250 watts.

FOR COVERAGE
FOR QUALITY
FOR RESULTS
USE POWERFUL . . .
WLAW
LAWRENCE, MASS.
5000 Watts • 680 Kc.
C. B. S.
National Representatives
THE KATZ AGENCY, Inc.

Studio Notes

WCSC, Charleston, S. C., has started a weekly series of 30-minute mystery plays produced by Charles McMahon, WCSC program director, and cast from little theatre groups in Charleston including the Dock Street Theatre, oldest theatre in America. Ensign Bob Bell, formerly of WCAU, Philadelphia, now assigned to the Navy Supply Corps at Charleston, does the directing.

KSAM, Huntsville, Tex., on April 30 will occupy new studios at its transmitter site on the Walker County Fairgrounds. Downtown studios as well as one on the campus of Sam Houston State Teachers College will also be maintained with main studios and business office at the new location.

REDEDICATING entire personnel and resources to "the greater needs of our nation at war", KFWB, Hollywood, observed its 17th anniversary March 19 with a 2½-hour program of music, drama and speeches. Program theme was "A Call to Serve". Radio and film stars combined their talents with speeches by military authorities and service organization heads. Manny Ostroff, program manager, directed the show under supervision of Harry Maizlish, station manager.

WHO, Des Moines, has received the ham won by Iowa's Gov. George A. Wilson as a result of the tall corn contest held between WHO, on behalf of Iowa, and the challenger, WCHS, Charleston, for West Virginia. The Iowa entry of 22 feet 3½ inches, was adjudged winner last summer.

FM receiving sets have been installed in one high and four grade schools of Chicago and are being used in classrooms to supplement regular courses. Plans are being completed for installation of WBEZ, FM station of the Chicago Board of Education. Programs of W59C, Chicago, are recommended for student listening in a bulletin prepared by the Radio Council.

WINX, Washington, through a tieup with the National Symphony Orchestra Assn., is presenting an hour of symphonic music five nights weekly and Sunday afternoon. Series follows a set format—soloist concert on Monday; pops, Tuesday; symphony, Wednesday; modern music, Thursday; variety, Friday; all request, Sunday afternoon. Advance listings of the programs are mailed to listeners upon request.

WGBI, Scranton, Pa., for the second consecutive year is broadcasting an original religious series by the radio technique class of Marywood College, Catholic girls school. Programs are dramatizations of the lives of famous women saints with scripts prepared by the students and produced by John Groller, WGBI production manager and instructor of radio at the college.

WIBG, Glenside, Pa., with new studios now under construction at a central city site in Philadelphia, will move its broadcasting activities from suburban Glenside to the city location about June 1, the station announces.

KOMA, Oklahoma City, and KTUL, Tulsa, each week originate a competitive quiz between teams of the sponsoring Zale Jewelry Stores branches in the two cities. Program is switched between the two stations as a friendly feud with listeners submitting the questions to be asked.

WSB, Atlanta, recently broadcast the first statewide meeting by radio of the Georgia Agricultural Council. Talks were broadcast by council leaders of pre-assembled separate county units. Station reports that over 110 county mass meetings heard the special program which was directed by Bill Prance, WSB farm director.

The Wives Help

WITH "Keep 'Em Smiling" as its motto, Radio Women's War Relief Group, composed of Hollywood wives of producers, writers, technicians and actors, has been organized to supply former radio industry men, now in military training, with homemade cookies, sweaters, cigarettes and the countless items that make up a "box from home". Group, consisting of 65 members, meets weekly under direction of Verna Felton, radio character actress.

Huge 20th Birthday Fete Given by KGW, Portland

MARKING its 20th anniversary March 22, KGW, Portland, Ore., celebrated on that date with a birthday party in the local Masonic Temple attended by 2,000.

Heading the list of radio dignitaries present was Sidney N. Strotz, NBC vice-president. The entire staff of KGW took part in the entertainment with a special cut-in from Hollywood so that several ex-KGW employes might air their cangratulations. Part of the two-hour show was broadcast and fed to NBC.

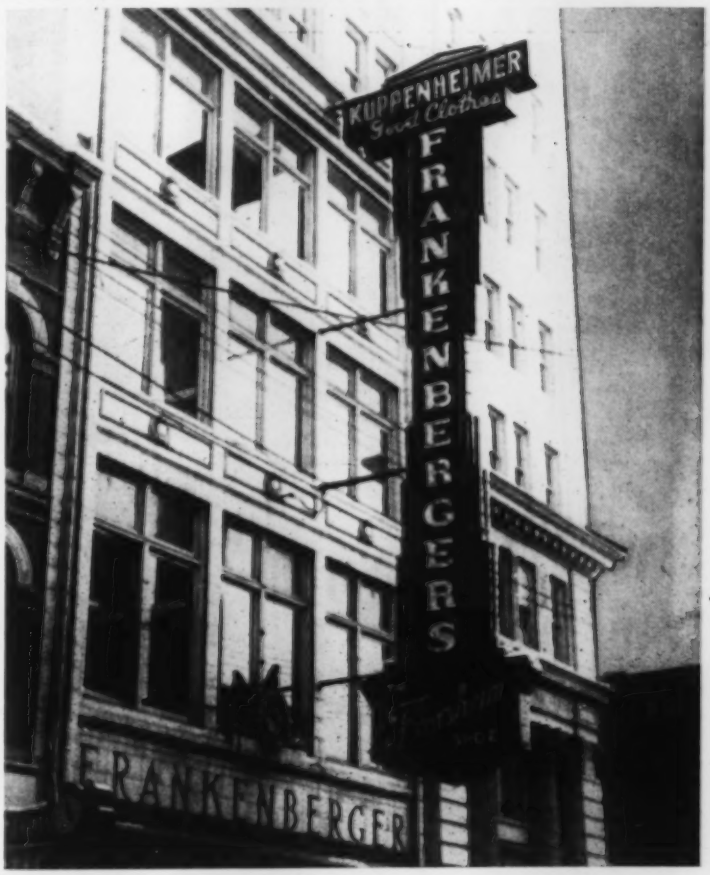
CANADA IMPOSING GASOLINE RATIONS

CANADIAN broadcasters will receive no more and most likely some 20% less of the gasoline consumed last year for automotive travel between station, studios and home for remote broadcasts and for mobile units, according to rulings made by the Oil Controller for Canada at the request of the Canadian Assn. of Broadcasters.

Gasoline rationing by coupon books starts in most of Canada April 1, and broadcasting stations were not listed among the categories on the coupon book application forms, necessitating a special ruling.

Most broadcast operations involving the use of a car come under the same category as newspaper reporters and press photographers under the ruling, who receive under Category C a maximum of 168 to 216 coupon units per year, depending on make of car, with each coupon to be worth four gallons at the start of the rationing period, and liable to be revised downwards as necessitated by gasoline supplies.

Under the ruling given the CAB, stations operating mobile units will come under the commercial category, which allows for purchase of as much gasoline as required, but is limited to the amount used in 1941, with certain exceptions.



FRANKENBERGERS . . . for over 82 years West Virginia's Finest Store for Men and Boys, uses fifteen minutes each evening, Monday through Saturday, over WCHS, CHARLESTON, WEST VIRGINIA. Now in it's fourth year, "The Sport Page of the Air" conducted by Ken Given, ace WCHS sports reporter and analyst, keeps men and boys interested not only in sports but in good clothing as well. Of course, they buy the clothing at Frankenbergers. Adv.

MBS Includes Publicity In Its Conference Calls

HIGHLIGHTS of each day's publicity releases prepared by the Mutual press department in New York are now included in the daily conference call to all MBS affiliates at 4:15 p.m. New system was started last week by Lester Gottlieb, MBS publicity director, after a number of complaints had been received from the network's member stations that mail delays were resulting receipt of publicity material too late for use by the stations.

Formerly devoted to sales information and program corrections, the conference call now includes the gist of the publicity releases, which can be rewritten by local publicity men if the morning's mail fails to include the releases.

Gottlieb has also inaugurated a new weekly sheet devoted to news of such sustaining programs as *Junior Musicale, Children's Scrap Book* and the like, which are broadcast regularly by many stations but which lack the spot news publicity value of sporting and special event broadcasts to which a large part of the space in the regular publicity material is devoted.

JOE FIELDS, publicity director and special events announcer of WTOL, Toledo, who is also a practicing dentist, has been given a first lieutenant's commission to report for active duty April 3 with the Dental Corps, Camp Grant, Ill.

The Other Fellow's VIEWPOINT

Hitler Disc Series

EDITOR, BROADCASTING:

BROADCASTING Magazine (March 16 issue) inadvertently published a notice to the effect that OEM was underwriting a transcription series prepared by the Brinckerhoff Studios entitled *Humanity Against Adolf Hitler.*

This is to inform you that OEM has *not* given approval to the Brinckerhoff series. The OEM Radio Section is distributing a transcription series called *You Can't Do Business With Hitler* and it is, of course, important that the Brinckerhoff series not be confused with it.

We are sorry that BROADCASTING Magazine was misinformed, and we hope that the stations requesting the Brinckerhoff series through the Office for Emergency Management and the Office of Facts & Figures, will direct their requests in the future directly to the Brinckerhoff Studios.

Thank you for your cooperation.

ROBERT W. HORTON,
Director of Information,
Office for Emergency Management
Washington

March 25

When You Buy Time-
5 MINUTES
30 MINUTES
1/4 HOUR
SPOTS
Buy An Audience*
*According to all independent surveys made throughout the entire day, 64% of Central New England's radio audience listens to WTAG—36% to all other stations. Ask for details.
CENTRAL NEW ENGLAND
WTAG
WORCESTER
NBC BASIC RED AND YANKEE NETWORKS
EDWARD PETRY & COMPANY, INC.
NATIONAL REPRESENTATIVE
Owned and operated by The Worcester Telegram-Gazette

Fibber, Bob Hope Tops in Milwaukee

Skelton Draws Heavy Vote in Station-Newspaper Ballot

COMPLETING its 12th annual radio poll, the *Milwaukee Journal*, operating WTMJ and W55M, announces new champions in several of the 22 divisions in which listeners voted. Thousands of ballots were received from its readers in Wisconsin, Michigan, Minnesota, Iowa, Illinois and Florida.

As in 1941, *Fibber McGee & Molly* was voted the favorite all-around show, but by stiff competition, and this pair lost its comedy crown to Bob Hope. Red Skelton ran a close third in both the favorite program and favorite comedian races. A few more votes would have won Skelton both contests. However, he won the competition for outstanding star practically without opposition.

Other Favorites

Ginny Simms was voted the most popular girl singer, displacing Judy Garland, and Walter Winchell outdistanced H. V. Kaltenborn in the voting for favorite news commentator. *I Love a Mystery* ousted *One Man's Family* as the favorite serial. In the popular song and favorite master of ceremonies competitions, Bing Crosby won by a wide margin.

For the fourth consecutive year, Kay Kyser won in the dance orchestra division, with Glenn Miller, who ran fourth in 1941, a close runner up. Kay also won the quiz program vote, but by a small lead over Ralph Edward's *Truth or Consequences.*

Both Nelson Eddy and Jeannette MacDonald piled up large totals to win in the favorite concert singer races. For the fifth consecutive year Russ Winnie of WTMJ was voted the favorite sports announcer and Nancy Grey, also of WTMJ, remained the best-liked woman commentator.

Don Wilson of NBC repeated as most popular studio announcer by a few score votes over Harlow Wilcox. Of the others. WTMJ's Bob Heiss beat out Ken Carpenter in the race for third, and Bill Evans of WTMJ kept fifth place. The Ford *Sunday Evening Hour* maintained its place as the best liked program of concert music. *Radio Theatre* again led the dramatic division, the *Andrews Sisters* again won first place as a harmony team, and *The Lone Ranger* remained the favorite children's program.

Between a third and a half of all those voting expressed dislike of sobby serials. Don Ameche was voted the personality most wanted back, and *Those We Love* was voted the program most missed.

BILL STERN, sports director of NBC, received 100 offers of cooperation from bowling alley owners, the night he made a radio appeal that each one set aside one or two bowling alleys for the use of service men, free of charge.

NOW HE'S Captain Bill Adams, stationed somewhere outside the 48 States. But Army early-rising regulations are no hardship to Bill, who ran a crack-o'-dawn farm program of KSFO, San Francisco.

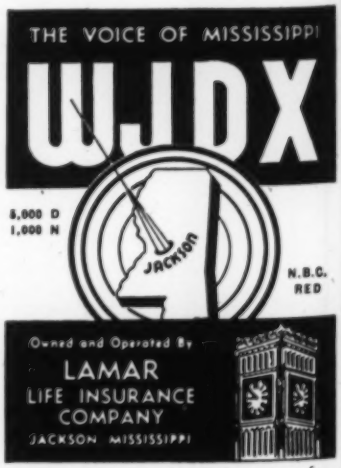
FM IN NEW YORK

W71NY Finds Middle Class Owns Most Receivers

THAT FM is not confined to listeners in the highest income brackets but rather that the largest audience is in the Group B and C income brackets is asserted in a survey of FM listening habits by W71NY, high frequency station of WOR, New York.

The analysis, prepared by Paul W. Stewart & Assoc. Inc., on the basis of interviews with 203 FM set owners in the New York area and released by W71NY in a brochure, found that 70.9% of the FM families were in these middle income brackets. W71NY also reports that when asked their average daily listening time to FM programs, 28% said they listen more than 3 hours; 26%, two to three hours; 22%, one to two hours; 16%, less than one hour—an average listening time of two hours and 25 minutes.

Evidence of the rapidly rising interest in FM is found in the answers to the question: "How old is your FM set?". 46.7% of the sets had been owned for three months or less, 79% were six months old or less, and only four were as much as two years old.



980 KC
KFWB

SEVENTEEN years ago Harry M. Warner, Jack L. Warner, Major Albert Warner and the late Sam Warner dedicated KFWB to the service of the community. Backed by the resources of the world's largest motion picture studios, operated by men with showmanship talent, KFWB became a powerful influence in West Coast broadcasting.

With keen appreciation of its public responsibility KFWB gave many an unknown his chance . . . Bing Crosby, Bob Burns, Boswell Sisters, Kings Men, Burns and Allen, and many, many others cut their radio teeth on KFWB's mikes.

In the interest of public service KFWB presented for 16 years an uninterrupted flow of fine entertainment. Even during the recent Ascap-Radio Broadcasters dispute, the public turned to KFWB for the songs they wanted to hear; all the songs, all the works of the great artists and composers in the catalogs of Harms, Witmark, Remick and other Ascap members.

Through such public service KFWB earned the unbounded confidence of listeners in Southern California's billion dollar market — confidence which brought unusual results for advertisers local and national.

Now in this emergency KFWB rededicates itself and its resources to the service of the nation, with the full cooperation of its advertisers, who, in these critical times appreciate the importance of unity of spirit, unity of purpose and unity of action on the home front. America! . . . Join us in this Spirit!

•

WARNER BROS.
KFWB

•

HARRY MAIZLISH
Gen. Manager

•

National Representatives
WILLIAM G. RAMBEAU COMPANY

Big New York Campaign Is Placed by Edelbrau

WITH RADIO as the main factor in the largest advertising campaign in its history, Edelbrau Brewery, Brooklyn, in April will start a 26-week campaign on three New York independent stations, the programs to be supervised by S. G. Alexander, media and radio director and recently appointed vice-president of Weiss & Geller, New York agency.

Two programs will be used on WHN, starting April 13, the *Sports Final* commentary by Marty Glickman, daily at 10:45 p.m., and *Canteen Society*, six-weekly variety program. On WMCA, Edelbrau will use *Five Star Final*, now a half-hour Sunday show, but shifting to a quarter-hour series when the company starts its sponsorship April 20. On May 4 Edelbrau will take over the six-weekly 7:50-8 p.m. program on WNEW as well as the six-weekly *Dance Parade* of recorded music, 10:15-10:30 p.m.

KEEPING THEM OUT OF JAIL

New York Judge Says Broadcasts Are Big Factor In Reducing Juvenile Delinquency

By JUSTICE STEPHEN S. JACKSON

Director, New York Bureau for Prevention of Juvenile Delinquency

EVERY broadcaster knows that a program based on material of wide public interest will nevertheless fail to attract listeners if it is not "good radio". This means that not only its theme but also its presentation must catch the imagination.

Judge Jackson

A broadcast without listeners benefits no one. For this reason, the bureau of which I am director, has from the outset avoided the old patterns of long speeches and drab interviews in its educational radio programs and has experimented rather with different methods of gaining an audience.

Teaching the Public

The Bureau for the Prevention of Juvenile Delinquency was established by Mayor F. H. LaGuardia as an adjunct of the Domestic Relations Court in New York City, in June, 1940. Much of our work thus far has involved educating the public, and we have relied to a considerable extent upon radio.

Through our broadcasts we have appealed to the youngsters to cooperate in our various campaigns. Further, we have tried to suggest some of the methods by which adults—and particularly parents—might help prevent delinquency. Finally, and most important in the long run, we have had the task of educating the public to the fact that delinquency can be prevented.

Why Children Come to Court, the first series which the bureau presented, dramatized some of the outstanding contributing causes of delinquency. Typical cases were taken directly from the records of the Children's Court, a rich storehouse of dramatic material. The identity of the individuals was protected, of course. Following the dramatization, we introduced each week a guest expert, who analyzed the case.

In the second series, *Preventing Delinquency*, we offered what we called a "dramatized directory" of some of the most important agencies engaged in delinquency prevention. Here, too, we combined the dramatization of typical cases with the presentation of guest speakers at the close; in this case, executives of the agencies described. The two series ran for 26 weeks.

In Demand Elsewhere

The bureau has presented other types of radio programs. Last spring, we encouraged public participation in our *Student Editor's Column* series, by inviting the young editors of school newspapers to read their editorials on the weekly program. More recently, to combat false fire alarms, we presented a half-hour dramatic show, in which the leading players were a Broadway actress and the mayor.

With the exception of a few isolated broadcasts, all our programs have been heard on New York City's station WNYC. Much of the material can easily be adapted to other cities throughout the country, and some of our programs might well be presented nationally. Indeed, we have had a number of requests for our scripts, to be rebroadcast elsewhere.

The bureau is constantly reevaluating its radio techniques. We don't know whether our next series will be directed to children or to adults, whether or not we will use guest speakers, or even whether the programs will be 15 minutes or a half-hour long. We do know, however, that to the best of our ability, it will be "good radio".

KTAR—first with another LEADER

FROM TWO employees to more than TWO HUNDRED! Once only a little blacksmith shop the ALLISON STEEL MANUFACTURING COMPANY is now the largest manufacturer of steel products in the inland Southwest. It's the result of smart merchandising in a fertile market. No wonder KTAR points with pride to its TEN YEAR association with this outstanding industrial leader. KTAR is now in its twentieth year as the veteran producer of better results in this gold spot of the west.

KTAR

PHOENIX, ARIZONA
Key Station of the
Arizona BROADCASTING CO. Inc.
Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Cleveland Detroit San Francisco Los Angeles

The ABC of RADIO in ARIZONA
★★KTAR-Phoenix
★★KVOA-Tucson
★★KYUM-Yuma
★★KGLU-Safford
★KCRJ-Jerome
★KWJB-Globe
★KYCA-Prescott
★★NBC RED and BLUE Network Stations
★Other ABC Stations

AFFILIATED WITH THE PHOENIX REPUBLIC AND GAZETTE

Falstaff Serial

FALSTAFF BREWING Co., St. Louis, has placed *Justice Rides the Range*, adult western serial, five times a week on WFAA-WBAP WOAI KVOO WOW KMA WHBF WKY WWL WREC WDWS WSOY WTAX KHMO WCAZ KFVS KWOS WMBH KWOC KDRO KWTO. Agency is Blackett-Sample-Hummert, Chicago.

Patriotic Disc Sponsors

BRISACHER, DAVIS & STAFF, San Francisco, handling *A Toast to America's Allies*, transcribed five-minute patriotic program, announced the show will go on eastern stations sponsored by: The Atlantic Co., Norfolk, Va., on WTAR, Norfolk; Pittsburgh Brewing Co., Pittsburgh, on WJAS, Pittsburgh; Utica Brewing Co., Utica, N. Y., on WIBX, Utica, and Thomas Oakes Lumber Co., Clinton, Ia., on KROS, Clinton. Acme Brewing Co., San Francisco, West Coast sponsor, of the transcription, has extended its broadcasts to two nightly, seven nights weekly.

MAKE WAY for the "announcerette"!—Harriette Thompson, first fulltime mike-woman at WROK, Rockford, Ill. Formerly a script writer for Chicago agencies, she operates studio controls in addition to her regular announcing trick.

WCHS BOND GIRLS
Dozen High School Lassies Harass For Sales

A STRICTLY feminine campaign on behalf of defense bond and stamp sales was recently staged by WCHS, Charleston, key station of the West Virginia Network. The idea, developed by Howard L. Chernoff, managing director of the network, has been circulated nationally to station managers.

Twelve attractive young ladies from two local high schools, arrayed in smart uniforms with a naval motif and bearing a small sign "I Sell Defense Bonds and Stamps", were turned loose in downtown Charleston. They were given instructions to solicit and actually pester everyone on the streets, in offices, restaurants and hotels in an intensive effort to sell bonds and stamps.

The workers were divided into groups of six from schools which were athletic competitors. Then to add more incentive, WCHN offered prizes to the six girls doing the best selling job. First prize was a $25 bond. Headquarters were set up in the downtown area and manned by the mothers of the youthful saleslades.

In 12 days, working after school and on Saturdays for approximately 30 hours, the girls chalked up a total of $80,000 for Uncle Sam's war chest. WCHS promoted the drive with five-second transcribed spot announcements and several broadcasts from the headquarters.

G. W. (Johnny) JOHNSTONE, director of news and special features for the Blue network, on March 23 celebrated his 20th year in broadcasting. Connected with the radio business itself since 1910, Mr. Johnstone entered the broadcasting field in 1923 when he became an engineer for WEAF, New York, at that time located at 195 Broadway and now the key New York outlet of NBC.

Congress Probe

(*Continued from page 14*)

formally recess over the Easter holidays but will meet each day and promptly adjourn, by consent. This would mean that committees would continue their scheduled functions but no legislation would pass through either House.

Will Call Bar Group

First witnesses to be called by the Lea Committee will be officers of the Federal Communications Bar Assn., which has endorsed the Sanders Bill, introduced by Rep. Jared Y. Sanders (D-La.). Both NBC and CBS already have announced plans to appear before the committee and the NAB was authorized by its board of directors at the meeting in New York March 19-20 to designate a committee to handle presentation of the industry case. Special counsel may be retained by the NAB for that purpose, under the direction of President Neville Miller.

Chairman Lea has indicated that representatives of the FCC will be called, as well as representatives of other groups identified with radio and possibly communications. In addition to the major networks and the NAB, it is presumed that representatives of Broadcasters' Victory Council and the Newspaper-Radio Committee, among others, also may be called.

The committee's agenda, however, has not yet been devised. Hearings will be before the full committee of 25 members, rather than a subcommittee. It is estimated the hearings may run two weeks to a month, from about 10 a.m. to noon.

New Gunther Quiz

GUNTHER'S BEER BREWING Co., on March 30 begins *Quixies*, a novel program combining quiz and poker as a "home quiz" over WFBR, Baltimore. Families are invited to get out the poker chips or matchsticks and join in the game. As played at the studio the quixie game does not interfere with the game going on at home since those at home must answer each quixie question before a gong is struck whereas the studio players must wait until after the gong to respond. A copyrighted feature of the H. E. Hudgins Co., it will be heard as a regular feature each Monday and Friday evening.

NBC Recording Contracts

SIX STATIONS have signed new contracts and one renewal with the NBC Radio Recording Division. New subscribers to Sam Cuff's *Face the War*, thrice-weekly feature, are WFDF, Flint; WENY, Elmira, N. Y.; WITH, Baltimore. A renewal from KEX, Portland, brings the total of stations carrying this program to 21. *Getting the Most Out of Life*, currently on 20 stations, gains KFPW, Fort Smith, Ark. WNBF, Binghamton, has contracted for *Hollywood Headlines*, bringing the station total to 33. *Let's Take a Look in Your Mirror*, now running on eight stations, has signed contracts with KEX, Portland, and WIBX, Utica.

WOV

PRESENTS

THE MASTER SALESMAN

ALAN COURTNEY

Master of Ceremonies

"1280 CLUB"

FROM 6 TO 9 HE'S ON THE FIRING LINE

He's the prize audience grabber in radio. If you don't believe it, check the record.* With platters and patter he battles the four networks . . . and "blitzs" all the rest. Nightly from 6 to 9 he bites a larger chunk out of the area's radio audience at a lower cost per listener (at our present low rates) than any other program on the air. If you have a sales sore spot in our listening area . . . Metropolitan New York, Northern New Jersey, nearby Connecticut . . . add Courtney to your sales staff and watch sales soar.

*THE PULSE OF NEW YORK SURVEY FOR JANUARY 2-14, 1942

(The Pulse of New York Survey is the only 100% yardstick for the measurement of radio audiences. Other surveys take their "samples" exclusively by telephone interviews. Figures† show that 62.76% of the homes in the Metropolitan area do not have telephones. *A survey among telephone homes only, therefore, disregards almost two-thirds of the radio homes. Obviously, this two-thirds represents the bulk of buying power in popular priced items.* The Pulse of New York taking its "samples" from a cross-section of radio homes . . . of which only about 40% have telephones . . . thereby gives a more correct evaluation of radio program preferences than surveys obtained exclusively from telephone interviews.)

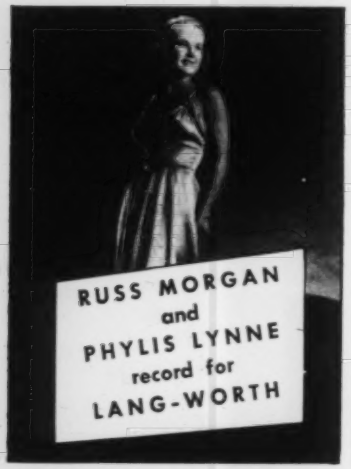
†N. Y. Telephone Company Survey

A representative from WOV, with authentic facts and figures, would be very glad to prove this conclusion.

WOV . . . FOR VICTORY

5000 Watts 1280 On Your Dial

730 Fifth Ave., N. Y. CIrcle 5-7979



WGRC Meets AFM's Demands; WSIX Confers on Settlement

YIELDING to union demands, WGRC, Louisville, last week signed a contract with AFM Local 11, ending a wage dispute that, along with another musicians' dispute at WSIX, Nashville, had stimulated James C. Petrillo, AFM president, to yank all remote band pickups off MBS and to threaten to pull his musicians off the network's commercial and sustaining shows unless a settlement was reached [BROADCASTING, March 23].

As BROADCASTING went to press, Jack Draughon, general manager of WSIX, was in Chicago conferring with MBS officials and it was said that the dispute involving the employment of more musicians at the station would probably be settled over the weekend.

The WGRC contract, retroactive to Jan. 1 and signed by Steve Cisler, general manager, provides for a reduction of playing hours of the station's six musicians from 7½ to 6 hours per week at the same weekly salary of $27.50. Salary of the leader has been raised $3.50 per week to $38.50.

The dispute with the musicians' locals has raised anew legality of the issues involving the individual stations, the union and the network. MBS General Manager Fred Weber was in Chicago during the week for intermittent conferences with MBS President W. E. Macfarlane and Keith Masters, MBS attorney, to discuss legal aspects of the AFM disputes as they affect Mutual. Mr. Petrillo was also in Chicago during the week, but neither he nor Mr. Weber had any comment to make.

The AFM local in Louisville asked WHAS for a new contract and settlement was reached without trouble, the new deal giving $5 more a week to the 11 musicians and leader.

WARM, MBS outlet in Scranton, has been in negotiations with the AFM local in that city which has charged the station with failing to expend as much for musicians as WARM agreed to do in a two-year contract signed in July, 1940. Dale Robertson, commercial manager, conferred with AFM officials at the union's New York headquarters early last week.

As BROADCASTING went to press the national AFM office in New York had received no word from Scranton regarding the outcome of the meeting.

New York Extends Video for Defense

Scope of Air Raid Lessons Covers Course for Public

WIDELY expanding the scope of the air raid training instruction which WNBT, New York television station of NBC, is presenting in cooperation with the New York City Police Department defense officials and the Office of Civilian Defense, the station announced last week that beginning April 6 it will repeat the six-week course of instruction for air raid wardens.

Each lesson is telecast 18 times a week so that it may be seen by as many wardens as possible and two new series for light rescue squads and fire watchers will be started. In addition WNBT will begin a six-week course of education for the general public in the proper behavior during blackouts and air raids.

Record Audience

This latter series, comprising six one-hour episodes which will be presented Friday afternoons and repeated Friday evenings beginning April 10, will be witnessed by probably the largest audience which has ever seen any television program. The Police Department is calling on set-owners and requesting them to accommodate a minimum of 15 persons for each telecast. More than 1,000 private owners of television sets in New York City are being enrolled by the police, insuring a minimum audience of 30,000 for each episode of the series through these sets alone.

In addition to these and to the persons looking in on other private sets or on receivers in taverns and restaurants in the New York area, the series will also be seen and heard in the Schenectady and Philadelphia areas, where they will be picked up and rebroadcast by television stations WRGB and WPTZ, respectively.

This series of public instruction will be presented in dramatic form, with the title *The City Awakes*, and will portray the reaction of a typical New York family and its friends to America's war efforts and defense activities. Programs are written and directed by Warren Wade, Thomas Lynne Riley and Martin Jones of the NBC production staff and supervised by Noran E. Kersta, director of the network's television department.

Net Changes

(*Continued from page 12*)

KOA, Denver, licensed to NBC. The contract, it was reported, carries the proviso that if any changes occur in the station facilities affecting power, wavelength or time of operation, making it a less desirable outlet, will constitute grounds for cancellation. Thus, it was presumed that should NBC win in the current litigation against the clear channel breakdown, and WHDH thereby be returned to daytime operation, the affiliation will be cancelled.

Pending Litigation

The NBC-KOA litigation now is pending in the Court of Appeals for the District of Columbia, involving the question of adequate hearing and notice, which NBC claims was denied it, as well as the right of the Court of Appeals to issue stay orders.

With the complete separation of the networks, however, BLUE officials evidently felt they were no longer bound to take into account the litigation between NBC and WHDH. The fact that a contract has been entered with WHDH is outstanding proof of the complete independence of the networks, BLUE officials said.

In addition to the WHDH assignment on 850 kc., the FCC recently granted WJW, Akron, a modification to operate on that frequency with 5,000 watts fulltime at a point about equidistant between Akron and Cleveland. It was pointed out at that time that the power increase was largely for the purpose of providing another primary service in the Cleveland area. Cleveland now has only three fulltime outlets—WGAR on CBS, WTAM on NBC, and WHK as both MBS and BLUE. WHK, however, is scheduled to switch to MBS this fall, and as things stand now the BLUE would be left without a fulltime outlet.

New Staley Series

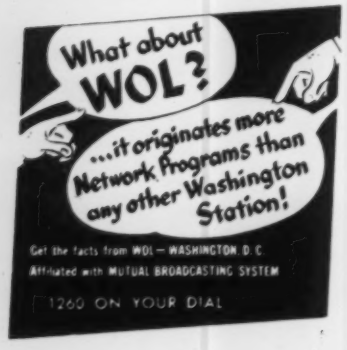
A. E. STALEY MFG. Co., Decatur, Ill. (starch), has placed a new quarter-hour transcribed dramatic serial, *Sweet River*, replacing transcribed *Betty & Bob* on a revised list of nine stations five days a week. Stations are WTAM, Cleveland; WMAQ, Chicago; WPTF, Raleigh; WDAF, Kansas City; WLW, Cincinnati; WHO, Des Moines; WREC, Memphis; WCCO, Minneapolis; WOW, Omaha. Blackett-Sample-Hummert, Chicago, is agency.

IN THE INTERESTS of the nation-wide campaign to save paper, WOR, New York, will discontinue the use of elaborate paper-consuming promotion books "for the duration," according to Joseph Creamer, WOR director of promotion and research.

PURSUANT to Order 79, the newspaper-ownership order, the application of Howard R. Imboden, publisher of the *Pulaski* (Va.) *Southwest Times*, for a new 250-watt station on 1230 kc., has been ordered placed in the pending file.

WHO
at Des Moines
is "Heard Regularly"
all over IOWA with
50,000 WATTS
from the center
of the State
J. O. MALAND, *Manager*
FREE & PETERS, Inc.
National Representatives

365,000 people make the Youngstown metropolitan district the third largest in Ohio.
WFMJ
Has more listeners in this rich market than any other station.
Headley-Reed Co.
National Representatives


What about WOL?
...it originates more Network Programs than any other Washington Station!
Get the facts from WOL—WASHINGTON, D.C.
Affiliated with MUTUAL BROADCASTING SYSTEM
1260 ON YOUR DIAL

WHBF
AFFILIATE OF ROCK ISLAND, ILLINOIS ARGUS
Basic Mutual Network Outlet
FULL TIME 1270 K.C.
THE 5000 WATT
Voice of the Tri-Cities
ROCK ISLAND • DAVENPORT • MOLINE

In Support of Spot Announcements

Efficient Technique Necessary for Success

SPOT announcements are worth their weight in gold! So states Mr. Blatsberg, who takes issue with the opinion of George Glevis, publicity director of The New Boston Store, Utica, N. Y., writing in the Feb. 2 BROADCASTING *that spot announcements are "sore spots". As evidence he submits the 350 odd spot announcements of KFPY each week.*

By HAROLD BRATSBERG
Continuity Editor
KFPY, Spokane

GEORGE GLEVIS, publicity director of The New Boston Store, Utica, is right—*but*—Spot announcements can be worth their weight in gold!

His store's concentration on five-minute dramas to the exclusion of spot announcements is "beginning to pay dividends," he reports [BROADCASTING, Feb. 2].

On the other hand, thousands of other stores everywhere, including KFPY's ten-year veterans, have been receiving dividends for years by the use of spots.

Evil of Blatancy

"Anyone who has studied psychological reaction," Mr. Glevis declares, "will agree that the prospective customer shudders at the machine-gun blatancy of a commercial which utterly disregards the factor of emotional adjustment." So do we.

Our own 16 highly-successful, locally sponsored five-minute shows each week prove that. Not to mention CBS' Elmer Davis and Ginny Simms, which we release, plus our many participation announcements.

But so do our 350-odd commercial spot announcements weekly. Spot announcements do NOT have to be guilty of machine gun blatancy nor of utter disregard for the factor of emotional adjustment.

"Radio listeners," Mr. Glevis observes, "belong to the 'sugar-coated pill' type. They are willing to take their medicine if you take away the bad taste." Without discussing the taste, good or bad, of a five-minute dramatic build-up to a commercial here's one way to sugar-coat the pill when it comes to spot announcements: Win the intelligent cooperation of all three departments—sales, writing, announcing.

Radio time salesmen have the job of educating advertisers to the fact that a radio announcer is, in fact, the sponsor's salesman.

Four Basic Rules

Just because he speaks to a microphone, instead of to an individual in the flesh, the sponsor should not expect the announcer to forget the fundamentals of good salesmanship. When a customer walks into the sponsor's store, the sales people on the floor don't rush up and shout at him or try to sell him everything in the store in thirty seconds. Why should the announcer be expected to?

Radio copy writers must know and practice four principles: (1) Get all possible facts about the product, including the sponsor's pet phrases and slogans; (2) determine who can logically be expected to buy; (3) determine what stimuli will cause those prospects to take the desired action; (4) organize the copy so as to (a) attract attention; (b) arouse interest and create desire; (c) create conviction; and (d) get action.

Announcers who are successful strike a happy medium between blatancy and intimacy. They're dignified, yet friendly. They realize they're not yelling at a huge crowd of disinterested human beings assembled against their will for 30 seconds. Instead, they're talking *to* (not *with*, why kid yourself?) the average individual receiver audience of one, two or possibly three or four persons who are selected by the copy itself as logical prospects for the sponsor's product. These persons' hearing is perfectly normal. Their average intelligence is well above average, and their reactions to specific psychological stimuli are predictable.

Some Examples

That's why announcements, such as the following, do produce results: "(pause) Going to a party? Every man will want to dance with you if you're wearing one of the new spring formals—just arrived at Blanks. Brilliant colors! Fascinating styles! And only 9.95. See these new spring formals today at Blanks Department Store." (Pause.)

Only 44 words!

Pauses before and after, equivalent to white space in printed copy, and the logical organization of the message—attention, interest, conviction, action—combined with intelligent interpretation by a skilled announcer do take into consideration the factor of emotional adjustment sufficiently to take away the bad taste and give the spot its sugar-coating.

Results are commensurate with the number of prospective buyers commanded by the station at the moment, when spot announcements are supported by an understanding of both product and market by the time salesman; by the writer; and by the announcer.

True, spot announcements ARE hard to write and announce, but they're worth their weight in gold!

Screwballs

RADIO SCREWBALLS are glorified in an article appearing in the March issue of *Coronet* written by Howard Whitman. Titled "Screwballs Inc.," it traces the role of NBC in promoting the original Society of Screwballs. For example, Ben Grauer announced the inaugural ceremonies of the group from the depths of the then unfinished subway in New York. Other zanies later recognized were Kay Kyser and Clem McCarthy.

Wire Fence Series

TENNESSEE COAL & Iron Co., Birmingham, a subsidiary of U. S. Steel Co., despite priorities on steel products, is going ahead with its spring radio campaign for wire fences [BROADCASTING, Feb. 23], and on March 30 starts three quarter-hours weekly of news and farm reports on six stations south of the Mason-Dixon Line. Programs are presented in the early morning or noon hours to reach farmers. Agency in charge is BBDO, New York.

New Manager for WPAR

APPOINTMENT of George H. Clinton as manager of WPAR, Parkersburg, W. Va., was announced last week by Howard Chernoff, managing director of West Virginia Network. Although comparatively new to radio, Mr. Clinton, a native of Parkersburg, has had advertising and sales experience in newspaper work.

Exclusive Derby Rights Are Acquired by CBS

CBS ANNOUNCED last Friday that it had renewed its contract for exclusive broadcasting rights to the Kentucky Derby for an additional three years, 1943-1945. This classic has been broadcast exclusively by CBS each year since 1935 with the exception of 1937.

This year's race, on May 2, will be broadcast 6:15-6:45 p.m. over a coast-to-coast network sponsored by Gillette Safety Razor Co., Boston, with Clem McCarthy describing the race and Ted Husing handling color. Maxon Inc., New York, handles the Gillette account.

Insurance Series

BENEFICIAL Casualty Insurance Co., Los Angeles, in a West Coast campaign which started in early March, is currently sponsoring on a staggered schedule, two five-minute transcribed programs titled *Dangerously They Live*, portraying unique and dangerous occupations, and *News Behind the Headlines*, dramatized news stories. Station list includes KMPC KFWB KFRC KOMO KJR KFI. Firm also sponsors the quarter-hour transcribed *Captain Quiz* on KECA KFWB KOMO KJR KFRC KMO KROW KQW. Stodel Adv. Co., Los Angeles, has the account.

BEN PRATT, who recently opened a publicity and management office in New York, to handle the development and publicizing of radio, stage and screen artists, has become associated with Henry Souvaine, New York production company for radio.

First on all Puerto Rico Dials is Station WIAC on 580 Kc. 5000 Watts

First in news services with Associated Press

First completely and modernly equipped by RCA

WIAC

Box 4504 San Juan, P. R.

Control of WGCM Is Sold by Ewing

West Sells Entire Holding Of WTMV Stock to French

AUTHORIZATIONS for the relinquishment of the control of WGCM, Gulfport, Miss., by P. K. Ewing and the transfer of control of WTMV, East St. Louis, Ill., were announced last week by the FCC.

At WGCM, Mr. Ewing, who is manager of WDSU, New Orleans, and owner also of WGRM, Greenwood, Miss., and WMIS, Natchez, Miss., is selling all of the outstanding stock of the licensee corporation to Hugh and William Eugene Jones, brothers. The Jones own the James O. Jones Adv. Co. of New Orleans. Sale price is reported by the FCC to be $17,500. WGCM is on 1240 kc. with 250 watts.

West Sells Interest

The WTMV deal involves the sale by William H. West, majority stockholder, of his entire 62.8% interest to Carlin S. French. Mr. French already held 36.2% of the WTMV stock. Consideration to Mr. West is $14,826, according to the FCC. Deal also releases Mr. West from a $39,544 note of Messrs. West and French held by a director, Lester E. Cox, also a stockholder in KWTO-KGBX, Springfield, Mo. WTMV is assigned to 1490 kc. with 250 watts.

The Commission approved the routine assignment of license of the Brown County Broadcasting Co., licensee of KBWD, Brownwood, Tex., as a partnership, to a corporation of the same name. Principals are Wendell Mayes, Joe N. Weatherby, B. P. Bludworth and J. S. McBeath. KBWD is on 1380 kc. with 500 watts.

FTC Orders

DR. PETER FAHRNEY & SONS Co., Chicago, has agreed to Federal Trade Commission stipulation to cease making certain claims regarding its products. Dr. Forest's Training Inc., Chicago, has been ordered to cease making certain claims regarding its television or electronics courses until "the commercial development of television advances sufficiently to assure such possibilities".

FLO ZIEGFIELD'S famous stage-door line "Though This Portal Pass the Most Beautiful Girls in the World" is paraphrased by the sales department of WCPO, Cincinnati, in its newly-decorated offices. You can't miss this legend for the entrance faces on the reception room. In front of door are Evelyn Eppinger, traffic manager, and Mortimer C. Watters, general manager and originator of the idea.

Press-Radio Report

(Continued from page 11)

in its pending file all newspaper applications until the FCC determines policy with respect to the whole subject of newspaper-ownership. He was asked whether newspaper applications would receive immediate consideration if it was shown that the stations were needed in the war effort. The chairman said they also would have to be held up pending inquiry results.

In response to inquiries of members of the House Rules Committee, considering the Cox Resolution for an investigation of the FCC and its personnel, Chairman Fly had stated that he personally had an open mind on the whole subject of newspaper ownership. He declared the Commission might conclude it could issue regulations, or determine that it did not have the power to act at all, or submit recommendations to Congress for enabling legislation.

Despite the fact that the Commission has thrown all newspaper applications into its pending file, irrespective of the degree of ownership, Chairman Fly said he regarded the question as limited to majority control of a station by interests who had majority control of a newspaper [BROADCASTING, March 16-23].

Hough Calls Meeting

Meanwhile, the Newspaper-Radio Committee, of which Harold V. Hough, WBAP-KGKO, Fort Worth, is chairman, has called a meeting of its membership in New York on April 20, during the annual meeting of the American Newspaper Publishers Assn. In a notice to stations in the group last week, Mr. Hough pointed out that at the conclusion of the hearings, counsel for the committee will ask not only for an opportunity to submit briefs but will ask for oral arguments.

He pointed out that this is necessary because of the many legal points involved and since the protracted hearings covered 3,500 pages of testimony and the introduction of 400 exhibits. These will require careful summarization, he said.

In asking publisher-broadcasters to attend the April 20 session at the Waldorf-Astoria, Mr. Hough said there are "many important problems which still lie ahead". He said there will be a discussion of the further action which is necessary in order to protect newspaper interests in radio and a report on the committee's activities to date. All members of the group were earnestly requested to be present or send a representative to the meeting.

DOSTER COMES BACK

Famed Operator of Army Net In Panama Arrives

HOMEWARD-BOUND after three years of service in the Panama Canal Zone is Sergt. Maj. Clay Doster, the man who is responsible for bringing radio entertainment to the U. S. Army soldiers scattered over 900 miles of Panamian jungle.

A year ago, Doster wrote NBC, asking for the loan of "any old records lying around" to fill up the night programs of PCAN and, later, PCAC, Army radio stations in Panama. NBC responded with over a ton of its best transcribed entertainment from the Radio Recording Division and a special two-way inaugural broadcast, during which the stations were named honorary affiliates of the network.

The title of "Jungle Mudders" has been bestowed on NBC officials by the soldiers in Panama. Since Dec. 7, the radio stations, which were both operated by Doster, have been used for strictly military service.

Average Day at WMCA Shown Executives Club

A REVIEW of an average day in the schedule of WMCA, New York, was presented at the March 25 meeting of the Radio Executives Club of New York in the Hawaiian Room of the Hotel Lexington. Arranged by Don Shaw, WMCA general manager, and prepared by Walter Craig, program director, the performance included highlights in the news by Johannes Steel, Sydney Moseley, Otis T. Wingo and Tex McCrary; music by Hazel Scott, Madge Marley, Walt Scanlon's Quartet and Joe Rines' orchestra; talks by Jimmy Powers, sports commentator, and Art Green, WMCA's m.c. of recordings.

Out-of-town guests included Ralph Baron, WMRC, Greenville, S. C.; Clark A. Luther, KFH, Wichita; A. N. Armstrong Jr., WCOP, Boston; Charles Garland, WBBM, Chicago; Nicholas Pagliara, WEW, St. Louis; Len Nasman, WFMJ, Youngstown; Hal R. Makelim of Hal R. Makelim Productions, Chicago, and Studebaker Corp. executives—Paul G. Hoffman, president, and C. Scott Fletcher, sales manager, both officials of United China Relief, which the REC is assisting on a radio program.

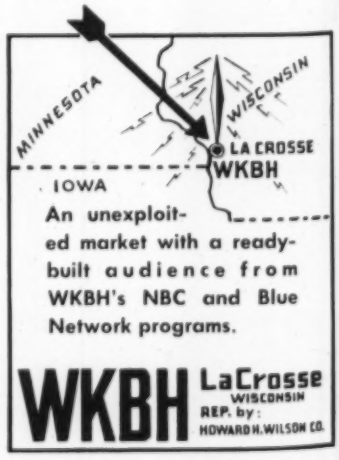
WBZ Adds Announcers

THREE NEW announcers, Streeter Stuart, Carlton Ide and Carl Desuze were scheduled to join WBZ-WBZA, Boston and Springfield, March 29 according to an announcement last Thursday by W. Gordon Swan, director of the stations. Stuart transfers from WBOS, Boston, where he was head of the Spanish department; Ide is from WGAN, Portland, and WKNE, Keene, N. H., and Desuze is from WGAN. The three men will also announce for the new Westinghouse FM outlet, W67B, which was scheduled to begin operation March 29.

41.9% Hear Disc Network

TRANSCRIPTIONS serve 55,228,344 people or 41.9% of the U. S. through 162 local stations from coast to coast, according to a survey prepared by Walter P. Burns & Associates on behalf of the network and in collaboration with Miles Laboratories, Inc., makers of Alka Seltzer and the Wade Adv. Agency. This survey was the first analysis of primary coverage in the secondary markets of the country served by Keystone Network, a transcription hookup.

WISN
MILWAUKEE
5,000 WATTS DAY & NIGHT
COLUMBIA
The Katz Agency, Inc. — Representatives



An unexploited market with a ready-built audience from WKBH's NBC and Blue Network programs.
WKBH LaCrosse WISCONSIN
REP. by: HOWARD H. WILSON CO.

W67B, in Boston, Opened March 29

FM Outlet of Westinghouse Operates Six Hours Daily

W67B, 10,000-watt frequency modulation station, was to begin broadcasting March 29, according to C. S. Young, acting general manager of Westinghouse Radio Stations of New England. The new station, with studios in the Hotel Bradford, Boston, and transmitter at Hull, Mass., operates on 46.7 mc. and will be on the air six hours daily between 3 p.m. and 9 p.m.

W67B was to inaugurate service with a simple half-hour dedication program, featuring a message from James Lawrence Fly, chairman of the FCC; string music under the direction of Avner Rakov, and the voices of Kay Ivers, popular singer, and Elva Boyden, contralto.

The new station will be programmed entirely for FM. In announcing this policy, W. Gordon Swan, program director of WBZ and WBZA, who will take on the same duties for the new station, said, "We want to give the listeners a new station with musical features planned for the high-quality reproduction which FM makes possible. With few exceptions, the programs to be heard from FM station W67B will be programs to be heard only on FM."

W67B will feature a dinner concert each evening between 6:05 and 7, five minutes of news every hour on the hour, stock quotations each afternoon at 4:05, a sports program with Wendy Davis, Monday through Friday at 7:05 p.m., and a home forum program featuring Mildred Carlson each Tuesday and Thursday at 4:05 p.m.

FM station W67B is the result of over a year of experimentation and building by Westinghouse engineers. The new station, according to F. M. Sloan, chief engineer, embodies the lates principles of FM broadcasting.

SESAC announces it has acquired the exclusive performance rights to the dance music catalogue of Sterling Music Co., New York.

WCAR
We've Got
POWER 1000 Streamlined Watts
PROGRAMS Built by a Big Time Production Staff
COVERAGE That Hits Into Widespread Industrial & Rural Markets
LISTENERS With Money to Spend Who Prefer WCAR
all at LOW COST!
GET THE FACTS FROM WCAR
PONTIAC • MICH

WOMEN'S PLACE ON THE AIR

Wakefield Finds the Ladies Are Gaining Entry To Many Phases of Broadcasting

REPEATING the warnings of many industry leaders that a shortage of technical broadcasting personnel is already acute and will become increasingly so as the war progresses, FCC Commissioner Ray C. Wakefield, quoting Gerald C. Gross, FCC assistant chief engineer, who recently returned from a trip to England, declared women of England are doing a remarkable job in all phases of the communications field, replacing men called to the colors.

In an address made, March 21, in Washington to the Institute on Women's Professional Relations, Mr. Wakefield quoted from the Gross' survey in England, which revealed that English women have become announcers, script writers, program directors and are "standing at the controls, serving as assistant engineers, as program monitors, and in a variety of technical and maintenance positions".

At the Radar

As an example of women's technical proficiency it was pointed out that in England they are maintaining and operating the "Radar", new secret anti-aircraft device which, it was said, requires high technical skill [BROADCASTING, Nov. 24, 1941].

Taboos against women performing technical tasks have been removed in England, it was said, and these will also have to be eliminated here. In quoting from Mr. Gross' report Commissioner Wakefield parenthetically said, "I might add that we at the FCC don't maintain quite the same taboo. At the present time we have eight lawyers who are women, approximately 10% of our legal staff". He implied that the prejudice against women would have to be removed in all fields if the war effort is to be successful.

Commissioner Wakefield pointed out that in the broadcast field women have long been active in the program side and "have distinguished themselves without help from emergency labor shortages".

The high percentage of young men in the radio field was taken by Commisisoner Wakefield as the main reason for technical training of women for replacement since the men will be constantly drained from the field to enter the armed forces. Illustrating his point, Mr. Wakefield said that "of the 5,500 qualified broadcasting engineers in the United States, 1,000 have already entered the Army or Navy—and that's just a beginning."

Technicians Needed

He added that "so serious has the shortage of trained technicians become that the Commission has had to relax its requirements for radio operators, to permit stations to employ operators with lesser qualifications" [BROADCASTING, March 2].

Industry realization of the great problem to be faced in technician shortage was indicated as far back as August, 1941, Commissioner Wakefield said in recalling a meeting held by Government representatives, broadcasting industry and educational institutions to map out a technician training program.

Outcome of this, and other meetings, Commissioner Wakefield said, has resulted in the radio technician's program being financed by the U. S. Office of Education in cooperation with the NAB. "I think I can recommend," Commissioner Wakefield said, "the radio technician's training program, now proceeding under full steam, as a model for those desiring to establish similar training programs in other fields".

As previously reported in BROADCASTING the technician training program has launched its first major step in its aim to train 200,000 technicians with plans already being carried out for the training of 20,000.

GALS OF THE GAIN are these three engineers of WCHS, Charleston, W. Va., which claims the control room pulchritude championship for the trio. Seated is Emmy Lou Jackson, a fulltime operator since last August surrounded by Velva Williams (left), receptionist and switchboard operator of WCHS for the last half-dozen years, lately transferring to the control room, and Jane Trent, a new arrival.

Syracuse Council

DESIGNED TO coordinate local radio war effort, Radio Victory Council of Syracuse has been organized with Robert G. Soule, vice-president of WFBL, Syracuse, as general chairman. RVC was organized, it was said, to act as a clearing house for public service programs connected with the war effort and to prevent duplication of effort. Policy Committee of the council includes R. G. Soule, F. R. Ripley, WSYR; William T. Lane, WAGE; Sherman Marshall, WOLF.

MANUFACTURE of dry cell batteries for portable radios has been prohibited in Canada as of March 31, according to the Department of Munitions & Supply, Ottawa.

5% Increase Is Granted By Arbitration Award

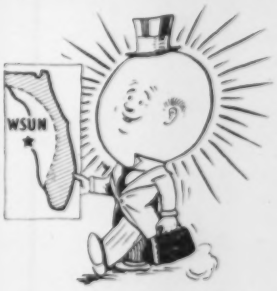
STAFF announcers at WBZ-WBZA, Westinghouse stations in Boston-Springfield, last week were awarded 5% wage increases over their previous scale by an American Arbitration Assn. panel, according to information received by the headquarters office of the American Federation of Radio Artists.

Contract between union and Westinghouse provided for reopening annually to discuss wages and when union and management failed to agree this spring, matter was submitted to arbitration as the contract also provides [BROADCASTING, March 16]. These increases, AFRA said, are in addition to the regular cost-of-living increases given all Westinghouse employes.

Will Honor DeMille

CECIL B. DEMILLE's 30th anniversary in the film industry will be celebrated with a radio tribute to motion pictures and radio in the western hemisphere on April 4 program of *Calling Pan-America*, CBS series to promote inter-American relations. The broadcast will salute the movie and radio industries for "their contributions to mass entertainment, communication and cultural exchange," in a program to be heard in North America as far as Montreal, and transmitted simultaneously to Latin America. Brief talks by prominent radio and motion picture men, including DeMille, will be picked up from New York, Buenos Aires, Vancouver, Montreal, Mexico City and Hollywood.

Dr. (W) SUN Gives You The BEST of Florida



He'll DELIVER For You!

Since 1927 Ol' Dr. (W) SUN has been the LISTENING PREFERENCE with Gulf Coast and Central Florida folks who are definitely people . . . and who are ready buyers.

TODAY, more than ever before, with full news services, programs restricted to high quality only, a conscientious personnel to serve you better . . . AND, a clear, interference-free signal on 620 kc, Dr. (W) SUN is a logical first line of defense for your sales.

BLUE NET WORK **WSUN** 5000 W 620 KC
ST. PETERSBURG, FLORIDA
WEED & COMPANY
NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO

McCaw Joins Air Corps Chytil Directing KELA

J. ELROY McCAW, general manager of KELA, Centralia, on March 27 reported for active duty as a lieutenant in the Army air force, headquartering in Washington. An engineer, Lieut. McCaw has turned over to Joe Chytil, commercial manager of KELA, the function of acting manager. Mr. McCaw on March 21 married Marian Oliver, of Centralia.

Vincent Voegele, program director of KELA, has enlisted in the Navy and reports for duty early in April. Donald Wheeler, KELA operator, has joined the Navy and is stationed at Bremerton.

Woolley Aide to Hedges

EASTON C. WOOLLEY, formerly manager of the service division of NBC's station relations department and one-time manager of WWJ, Detroit, has been appointed assistant to Williams S. Hedges, vice-president in charge of stations, Mr. Hedges announced last week. In addition to his new duties, Mr. Woolley will continue to supervise the handling of affiliation contracts between NBC and its affiliate stations .

Mr. Woolley

'Town Meeting' Tour

A SIX-WEEK Tour is planned for *America's Town Meeting of the Air*, Thursday night BLUE series conducted by George V. Denny Jr., founder and moderator of the seven-year old radio forum. The first out-of-town-broadcast will be in New Orleans April 9, the next in Columbia, Mo., and the following in Denver. For the first time in its history, the program will originate outside the United States, with a broadcast May 7 from Ottawa at the invitation of the Women's Committee on International Relations of Canada, in cooperation with CBC.

ART GILMORE, CBS Hollywood announcer, has been signed by Warner Bros. to do the voice of President Franklin D. Roosevelt in the film "Yankee Doodle Dandy".

Number of Sponsors Per Program Rises, Says Witmer, Seeing Good Year for NBC

See Stories of Atlanta and Dallas Meetings on Page 22

SPONSORS are progressively increasing the number of stations used on NBC, Roy C. Witmer, vice-president in charge of sales, told the NBC "war clinic" held last Thursday and Friday in Chicago. Some 30 affiliates were represented.

Mr. Witmer cited first the progressive increase in the number of stations from an average of 45 per evening program in 1936 to 77 in 1941. On daytime programs, he said, the average had risen from 29 to 54 stations per program. He attributed the increasing success of the network as a sales medium in great part to the cooperation of the affiliates in providing strong local promotion improved local programming, and progressive transmission facilities.

In commenting on the future, Mr. Witmer maintained that barring unforseen developments 1942 ought to prove as successful as the banner year 1941 in which the network experienced a complete sell-out of available time periods. "My optimism," he said, "is based on the fact that 80% of our business comes from four industries—foods, soaps, drugs, and tobacco—and during 1942 the American people are going to use as many of these products as they did in 1941.

Few Priority Worries

Although there are numerous priorities on packaging materials, all industries seem sanguine about satisfactory substitutes, he said. There are some rubber problems in connection with deliveries, but they don't appear to be serious until after 1942, he explained. NBC is fortunate in that it now has no products dominated by sugar, no steel, one tire account which contemplates continuance of its institutional program, no automobile business, and finally, no liquid foods like soup, which seem likely to experience packaging difficulties, Mr. Witmer said, with all customers currently doing a greater gross business than last year.

"Our customers are conscious too," he said, "of radio's extraordinary force as a public service under these war conditions, and the added services they themselves can render to the public through cooperation in the war effort.

Ken R. Dyke, director of promotion, told the affiliates of the value of consistent promotion, while Charles B. Brown, sales promotional manager, outlined the work of his department. Albert E. Dale, director of the department of information, described the expansion of the NBC press department, related publicity problems and urged stations to cooperate with newspapers, exchanging time for space where possible, and using, if necessary, paid space. William S. Hedges, vice-president in charge of station relations, wound up the Thursday session emphasizing the responsibility on the part of the network in maintaining close contact with the stations and aiding in the solution of related local problems.

The group approved the resolution adopted at the New York meeting calling for the cleansing of the scripts of certain comedians, discussed programming, commercial and sustaining, and asked for expansion of network news coverage.

The plan devised jointly by the OFF, the network advisory committees and the advertising council, to coordinate Government announcements on network programs, was outlined by C. L. Menser, NBC program manager.

Puts Them to Sleep

Presided over by Stanley Hubbard, KSTP, St. Paul, the meeting was the fifth of a series of nationwide discussions with affiliates on network wartime operations. [BROADCASTING, March 23].

The Thursday morning session in Chicago was addressed by Frank E. Mullen, vice-president and general manager; Frank M. Russell, vice-president of NBC Washington; and Dr. James Rowland Angell, educational director. Mr. Menser revealed that a study of Government programs and announcements had disclosed that a disproportionate amount of air time had been used ineffectually.

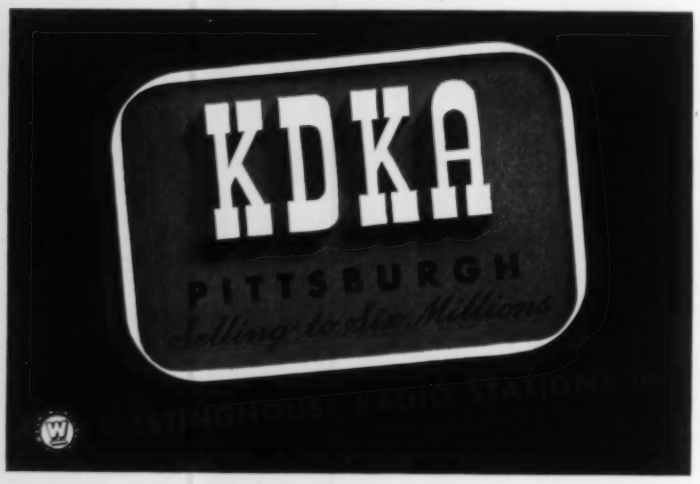
"It didn't seem probable," he said, "that this continuous bombardment could do anything except 'anesthesize' the listener, and therefore defeats its primary purpose of effectively awakening the radio audience. As a matter of fact, the Treasury has said that it has more time than it wants, only because everybody taking up the bond drive in good faith has thrown in his bit so that the air is full of meaningless phrases about buying bonds, to the exclusion of other messages which the Government often feels are of more immediate importance but which are not given any consideration".

Under the new plan, however, soon to go into operation, Mr. Menser explained that OFF will line up the various department requests for time in order of importance, and, acting as a clearing house, it will indicate to the broadcasting industry the projects which are to be given priority and will suggest for what length of time that priority will hold.

"For example," he explained, "during one month, 80% of air time may be given to increased industrial production, 10% to salvage projects, 10% to civilian defense, while the next month the copy will be reshuffled to give first place to some other drive of immediate importance".

All network programs, Mr. Menser said, "will be asked to give one spot—and only one—during that month for a message which the OFF will assign. The copy will then be definite selling copy written by commercial writers and presented almost as a commercial. On the daytime five-a-week shows we ask for a spot once every two weeks. It is hoped by those who have worked out the plan that it will result in the exclusion of most of the haphazard announcements for various drives."

Those who attended were: Stanley Hubbard, Ken Hance, KSTP, St. Paul; Walter J. Damm, L. W. Herszog, WTMJ, Milwaukee; B. J. Palmer, J. O. Maland, Harold Fair, Woody Woods, Ralph Evans, Hale Bondurant, WHO, Des Moines; Herb Hollister, Jack Todd, KANS, Wichita; C. E. Lytle, John F. Meagher, KYSM, Mankato, Minn.; E. C. Allen, F. K. Schmitt, WIBA; Frank V. Webb, WOWO-WGL, Fort Wayne; George M. Burbach, KSD, St. Louis; W. C. Bridges, WEBC, Duluth; Dean Fitzer, WDAF, Kansas City; John J. Gillin, WOW, Omaha; Gregory Gentling, KROC, Rochester; Eugene Pulliam, WIRE, Indianapolis; George M. Jackson, WBOW, Terra Haute; Clarence Leich, WGBF, Evansville.



Two Are Elected To ASCAP's Board

$950,000 Quarterly Dividend Is Near All-Time Record

ONE NEW writer and one new publisher were elected to the board of directors of ASCAP in the second election participated in by the membership of the Society, as provided in the new rules of association adopted by ASCAP last year in accordance with terms of the Government consent decree. Formerly the board itself elected its members.

Big Dividend

ASCAP also announced last week that its royalty distributions for the first quarter of 1942 would total $950,000, just $60,000 short of the all-time high for a first quarter, the $1,010,000 distributed for the January-March period of 1940. Annual meeting of the Society was held last Thursday at the Ritz-Carlton Hotel, New York. Reports for the past year were given by the president and general manager, but otherwise the event was purely social

Following meetings of John Paine, ASCAP general manager, and Herman Finkelstein of Schwartz & Frohlich, ASCAP general counsel, with the attorneys general of the States of Kansas and North Dakota, the Society has resumed operations in Kansas and has filed with the North Dakota official papers for his consideration and are now awaiting word from him.

The discussions in Kansas, it was reported, left ASCAP with the belief that it has complied with the State law and is legally able to do business within the State and it is expected that a similar condition will be found regarding the North Dakota statute.

Henderson Beats Kern

Four writer members and four publisher members, one-third of the board of 24, stood for reelection, under the rule that the complete board come up for reelection every three years. The defeat of Jerome Kern, noted composer and for many years a board member, by Ray Henderson, winner of a hot three-way race which included Al Lewis, was one highlight of the election. The other was the tremendous vote given by writer members to ASCAP President Gene Buck. On the publisher's side, the newcomer is Donald Gray, who replaces Walter Kramer.

Votes for winning candidates, as announced by Abel Baer, chairman of the election committee, were as follows:

Writers — Gene Buck, 43,607; Geoffrey O'Hara, 35,050; George W. Meyer, 28,272; Ray Henderson, 18,925.

Publishers—Max Dreyfus, 2,560; John O'Connor, 2,486; Donald Gray, 2,041; Jack Mills, 1,966.

FLOOD BROADCASTS
WBTA Brings Aid, Comfort To Batavia Victims

WHEN flood waters recently inundated Batavia, N. Y., WBTA proved the public service value of radio once again. In an area swamped with water and silt, blacked-out because of power failure and silenced by the lack of phone communications, WBTA served as the only means of communication for the area maintaining order and bringing aid and comfort.

At first the station went after human interest stories which were recorded for rebroadcast purposes. But the inability of any other agency to cope with the situation brought home to the station the need for instant humanitarian aid. After going through the first night, the staff was still at work the next morning dispatching boats to the homes of people unable to escape, gathering oil stoves, food, fuel, clothing and blankets and coordinating the activities of other agencies engaged in relief. Members of the American Red Cross, the American Legion, the Boy Scouts and the City Department of Public Works worked side by side with the station.

In one 24-hour period, 1,052 separate bulletins on flood conditions were broadcast. Mail from listeners and public agencies alike emphasized the worth of radio as an instrument of public service in urgent aid.

EXCLUSIVE Radio Features, Toronto, representing a number of American transcription producers in Canada, has appointed H. N. Stovin, station representative, as exclusive national representative in Montreal and Winnipeg.

CLASS REUNION for Hugh B. Terry (left), manager of KLZ, Denver, and Pierre J. Huss, INS foreign correspondent, took place when the latter recently flew to Denver to address the Chamber of Commerce. Classmates at the U of Missouri School of Journalism, they had not met since 1929. Huss is widely known for his coverage of Hitler's movements for eight years and his articles on Europe in the *Saturday Evening Post*.

NCAC Opens Offices

NATIONAL CONCERT & Artists Corp., formed last fall following the sales of NBC's concert and talent divisions, has moved to its new New York headquarters at 711 Fifth Ave., and has opened offices in Chicago at the Merchandise Mart, in Hollywood at Sunset and Doheny Drive, in San Francisco at 111 Sutter St., according to Alfred H. Morton, NCAC president. Marks Levine is vice-president and director of the concert division; publicity, advertising and promotion is directed by Philip Kerby; Daniel S. Tuthill, vice-president, supervises the popular division, which includes radio activities. Quarters also have been provided at the new address for Civic Concert Service, subsidiary of NCAC, directed by O. O. Bottroff, NCAC vice-president, and S. Hurok Attractions Inc., which has special contractual arrangements with NCAC.

WWL CELEBRATES 20TH ANNIVERSARY

CELEBRATING its 20th anniversary, WWL, New Orleans, will mark the occasion with a special broadcast the evening of March 31. Program will include offerings by talent regularly heard on the station and will feature a narration tracing the history of the 50,000-watt outlet. Script, under the direction of Henry Dupre, program director, was written by Ed Hoerner.

WWL, owned by Loyola U, of New Orleans, first took the air March 30, 1922, with a special plea for school funds by the late Rev. Edward Cummings S.J., then president of the Jesuit school. Loyola's interest in radio is traced back to 1907 when the Rev. Anton Kunkel S.J., a professor of physics, erected wireless equipment on the campus.

With the advent of broadcasting, the Rev. Edward T. Cassidy, S.J., with a group of amateurs built Loyola's first station from radio odds and ends discarded from a government ship.

W. Howard Summerville is general manager of WWL and the Rev. Frank A. Cavey, S.J., is faculty advisor. WWL operates on 870 kc.

New Record Firm

NEW RECORD manufacturing and distribution firm, with headquarters in Hollywood and New York, is being organized by Buddy G. DeSylva, executive producer of Paramount Pictures; Glenn Wallichs, owner of Hollywood Music City, retailers of phonograph recordings and machines, and radios; and John Mercer, songwriter. Firm expects to release its first recordings in two months. Allied Record Mfg. Co., Hollywood, and the Scranton Record Co., Scranton, Pa., will handle pressings. Wallichs was slated to be in New York this week to establish offices and line up personnel.

ALTHOUGH he failed to mention his bride's name, Bernard Valery, CBS correspondent in Stockholm, last week cabled the network that he had just been married.

Putnam Trouble

GEORGE PUTNAM and George Putnam work for NBC in New York as announcers (middle initials A. and F. respectively). Folks may have thought they were hearing things but that's only a part of it. Now the two of them have gone in for publicity, each hiring the same press agent who in turn decided to clear the confusion with a brochure called, Are You Hearing Double? Thanks!

Monday Through Friday
11 A. M. to 12 Noon
Orphans of Divorce
Amanda of Honeymoon Hill
John's Other Wife
Just Plain Bill
on
5,000 Watts Day and Night
WING
NBC Red and The Blue Network
The DAYTON, O. Station
Nat. Rep.: Paul H. Raymer

WBNX NEW YORK
THE MOST INTIMATE AND EFFECTIVE SALES APPROACH TO AMERICA'S LARGEST MARKET.
5000 WATTS Directional
OVER METROPOLITAN NEW YORK

CLASSIFIED Advertisements

Situations Wanted, 10c per word. Help Wanted and other classifications, 15c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close one week preceding issue.

Help Wanted

Manager Wanted—1000 watt station in Pennsylvania. Excellent opportunity for right man. Give details regarding education, experience, and references. Box 311, BROADCASTING.

Wanted—Draft exempt, competent, copywriter-announcer. No night work. Write Box 310, BROADCASTING.

Regional Network Station—In South desires salesman with some radio experience. Box 309, BROADCASTING.

LICENSED ENGINEER—Light announcing, copy Transradio Press. Opportunity permanent position. Good salary, excellent working conditions. West. Box 289, BROADCASTING.

Assistant Chief Engineer—For 250 Watt station on Eastern seaboard with aggressive program of development ahead. A college graduate now in place of limited capacity would find this a real opportunity. State references, experience and salary expected. Box 288, BROADCASTING.

Salesman—Midwest 1,000 watt network station. Thirty dollars weekly guarantee, 15% commission. Excellent opportunity for steady worker. Box 305, BROADCASTING.

Combination Announcer-Technician — For transmitter duty 1000 watt coast network station. Box 307, BROADCASTING.

Operators-announcers — There are opportunities for employment in Oregon radio stations for combination men. Give details, experience, age, draft status, salary expected, when available. Oregon State Broadcasters Association. Box. 669, Bend, Oregon.

Chief Engineer—Prefer man familiar latest RCA equipment, married, not afraid of work. Consideration will be given applicants on basis of qualifications regardless of present status. Living conditions moderate. $35.00 per week. **WBIR, KNOXVILLE.**

LICENSED ENGINEER—Voice adaptable announcing. No experience necessary. $30.00 week. Air mail or wire KIUP, Durango, Colo.

ENGINEER - ANNOUNCER — Light announcing in South Florida independent station. 43 hour week. Send qualification, picture, telephone number if available, and state salary expected. Box 297, BROADCASTING.

ENGINEER WANTED IMMEDIATELY—250 watt MBS station. State references, experience, draft status and salary expected. WFNC, Fayetteville, N. C.

TRAFFIC MANAGER — Regional station midwest major market. State previous experience handling network and local program traffic—also salary expected. Box 294, BROADCASTING.

Southwest Station—City ten thousand, wants announcer capable programming; draft exempt; should know football; ad lib; tell all in letter, salary expected, snapshot. Permanent. Box 299, BROADCASTING.

Wanted—Operator with broadcast license, experience not necessary. Write Box 290, BROADCASTING.

Situations Wanted

MAN FULLY QUALIFIED—Seeks management of small station; sales or production manager regional; or general announcer large station. Present work highly satisfactory to employer but position has too many limitations. Seek greater field of opportunity. Full details and transcription on request. Box 314, BROADCASTING.

Situations Wanted (cont'd)

Mature woman — Admittedly beyond draft age, experienced in National broadcasting and program direction desires position with small station. A-1 references. Box 318, BROADCASTING.

12 Years Radio Experience—Including announcing, program direction, production and station management. Draft status 3A. Wish connection with network affiliate in executive capacity or will consider any offer. Box 303, BROADCASTING.

Can You Use — Announcer - Production. Clever, versatile, status 3A. Good ad-lib, emcee. Employed now on 250 watts. Reliable, dependable, many qualifications not listed. State all first letter. James McGowan, 100 Ragland Street, Sweetwater, Texas.

RADIO ACCOUNT EXECUTIVE—Available. Thoroughly experienced in every phase of radio advertising and sales promotion. Successfully operated own agency and produced own programs. References national accounts. Box 315, BROADCASTING.

Secretary-Musician—Girl available immediately, plays piano, solovox, pipe organ. Three years radio work as music director, program arranger, copy-writer, bookkeeper, also script announcer. Box 292, BROADCASTING.

PRODUCTION-PROGRAM MAN—DRAFT EXEMPT—Wants immediate opening with progressive station. Ten years' experience with major stations. Formerly professional actor, director. Fine musical education. Can help staff station. Write for presentation. Box 317, BROADCASTING.

Top Flight Sports man—Draft exempt, desires change. 12 years play-by-play. Nothing under $75.00 weekly considered. Box 300, BROADCASTING.

Newscaster-News Editor — Employed California. Wants Middlewest network station connection. Draft deferred. Box 296, BROADCASTING.

Need a REAL Salesmanager or Salesman? —Show me $6,000.00 yearly and up—I'll show job well done. Box 301, BROADCASTING.

Announcer-Writer—Three years' experience in affiliates of all three major networks, in southwestern states. College man. Draft deferred. Commercial and news announcer; good continuity writer. Married. Write or wire Sam Woodall, Box 496, Brookhaven, Mississippi.

Production-Program Director-Promotional Manager or Personality Announcer—That can really do a selling job. If you have anything to offer in any of these departments, or all of them (for that's what I'm doing where I am working now) I'll appreciate the opportunity of proving my worth. Draft exempt, thirty-eight years old. Years theatre, radio. Write or wire Box 316, BROADCASTING.

HERE ARE MY QUALIFICATIONS—CAN YOUR STATION PROFIT WITH THEM?—12 years in radio, licensed operator, announcing, copy writing, 6 years selling and managing small network affiliate. Not interested in small community stations that need to be brought back to life. I'm looking for a tough job with an opportunity to make money and secure a permanent connection. Box 313, BROADCASTING.

A-1 PROGRAM MANAGER — Excellent background and established record on regional network stations. Not likely to be drafted. At liberty by choice. Married, no children. Go anywhere. Box 312, BROADCASTING.

RADIO EXECUTIVE—12 YEARS EXPERIENCE—New York and regional. Assistant manager-program manager. Exceptional qualifications and references. Employed but available immediately. Draft exempt. Box 308, BROADCASTING.

Wanted to Buy

Used or New in its entirety or singly one 250 watt transmitter—With associated monitors and speech input equipment; one 150 to 500 foot self supported vertical radiator. Box 298, BROADCASTING.

Late model RCA turntable—Vertical and lateral pickups. Quote cash price. Box 295, BROADCASTING.

All or Part Interest in Small Station—Ten years newspaper experience. Young, energetic. Box 293, BROADCASTING.

Will Pay Good Price—For FCC acceptable frequency monitor any frequency. Faradon, Aerovox, Dubilier Mica capacitors any capacities, size ratings. Give information when writing. Box 306, BROADCASTING

General Radio — 834-B visual frequency meter. HOLLISTER CRYSTAL COMPANY, Wichita, Kansas.

For Sale

Thoroughly reconditioned Presto junior. National Academy of Broadcasting, Washington, D. C.

Half Interest—In profitable 250 watter. Box 291, BROADCASTING.

Wilder Stations Adopt Profit - Sharing Policy

A PROFIT-SHARING plan for all employes in combination with periodic adjustments to meet the changing cost of living has been instituted at WTRY, Troy, N. Y., and WSYR, Syracuse, by Col. Harry C. Wilder, stations' president. The plan, it was said, will provide a flexible system of maintaining a constant and adequate salary for employes.

Adjustments are to be made at the end of each quarter-year with cost-of-living changes based on reports of the Department of Commerce and profit sharing based on company earnings for the period.

CBRX New Shortwaver

CBRX, Vancouver, is the call of a new shortwave station assigned by the Canadian Dept. of Transport to the Canadian Broadcasting Corp. Station will operate with 6160 kc., and will be located on Lulu Island, B. C., site also of the transmitter of CBR, Vancouver outlet of CBC.

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CHINA LOOKS TO US!

—*and here's Radio's Part of the Answer*

April 11th from 9:00 to 10:00 PM a full hour program will be broadcast over the Blue Network. With production directed by Charles Martin of the Biow Agency and West Coast production by Tom Lewis of Young and Rubicam, a great array of stars and writers are lending their talents to make the program one of the biggest radio features ever to go on the air.

That's Only Part of Radio's Part!

Sponsors and stations throughout the country have pledged full cooperation, donating time for announcements, helping to build a tremendous audience for the program so that China's message will be placed before the greatest number of people possible.

Stations unable to carry the network program will want to make arrangements for broadcasting a transcription of it. (For information about it write Warren Jennings, 1 East 54th Street, New York City.)

Relief for China is relief for us. Let's make sure that radio gives for China to help China keep on giving for us!

RADIO EXECUTIVES CLUB OF NEW YORK

United China Relief Committee

Actions of the FEDERAL COMMUNICATIONS COMMISSION

MARCH 21 to MARCH 27 INCLUSIVE

Decisions . . .

MARCH 21

NEW, Herman Radner, Dearborn, Mich.—Granted continuance hearing to 5-25-42.

W65H, Hartford; NEW, The Radio Voice of New Hampshire Inc., Manchester—Granted continuance joint hearing to 5-26-42.

WDNC, Durham, N. C.—Denied petition retire to closed file applic. CP; Commission on own motion continued hearing to 4-30-42.

WAAF, Chicago—Denied petition retire to closed file applic. CP; Commission on own motion continued hearing to 4-23-42.

MARCH 23

WCSC, Charleston, S. C.—Adopted order making final proposed denial for transfer control.

MARCH 24

KGNO, Dodge City, Kan.—Proposed denying CP increase night power to 500 w.

NEW, Allegheny Broadcasting Corp., Elkins, W. Va.—Granted CP new station 1240 kc 250 w unl.

WGCM, Gulfport, Miss.—Granted consent relinquish control by P. K. Ewing thru sale all outstanding stock to Hugh and William Eugene Jones for $17,500.

KBWD, Brownwood, Tex.—Granted consent assignment license from Brown County Broadcasting Co., a partnership to corporation of same name.

WTMV, East St. Louis, Ill.—Granted consent transfer control from William H. West Jr. to Carlin S. French.

NEW, South Florida Broadcasting Inc., Miami, Fla.—Denied motion immediate grant CP new station 1450 kc 250 w unl., designated for further hearing.

WCBS, Springfield, Ill.—Designated for hearing applic. CP shift 1170 kc increase 1 kw N 5 kw D new transmitter and move directional D & N.

NEW, Sacandaga Broadcasting Corp., Gloversville, N. Y.—Designated for hearing applic. CP new station 1340 kc 250 w unl.

WSOY, Decatur, Ill.—Designated for hearing applic. CP shift 1560 kc increase 10 kw new transmitter and move, directional N.

MARCH 26

NEW, Edward J. Doyle, Rochester; WSAY, Rochester—Adopted final order denying applic. of former and granting applic. of latter.

NEW, Butler Broadcasting Corp., Hamilton, O.—Scheduled oral argument applic. CP new station 4-22-42.

WIS, Columbia, S. C.—Granted modific. license to change name to Surety Life Insurance Co.

Applications . . .

MARCH 27

KRMC, Jamestown, N. D. — Amended applic. CP to omit request for power increase, new equipment, move of transmitter and studio, requesting shift to 600 kc.

Tentative Calendar . . .

NEW, Park Cities Broadcasting Corp., Dallas, CP 710 kc 5 kw directional N unl. (March 31).

WTCN, Minneapolis, CP 710 kc 10 kw unl. directional N; **WHB, Kansas City**, CP 710 kc 5 kw unl. directional D & N (consolidated hearing, March 31).

NEW, James F. Hopkins Inc., Ann Arbor, Mich., CP 1050 kc 1 kw D; **NEW, Washtenaw Broadcasting Co., Inc., Ann Arbor**, CP 1050 kc 1 kw D (consolidated hearing, April 1).

WSON, Henderson, Ky., modific. CP 860 kc 500 w D (April 2).

SIGNAL CORPS CUTS EQUIPMENT TYPES

MOVING toward standardization, the Army Signal Corps has set up a new Communications Coordination Branch to reduce the varied types of equipment used, to a minimum consistent with the requirements of the Army's arms and services. Col. David M. Crawford, one of the Army's leading radio specialists, will be in charge.

To meet the communication requirements of each fighting arm, speeially qualified officers will represent them on the Army Communications and Equipment Coordination Board. Coordination branch, membership will include representatives of the Infanty, Field Artillery, Cavalry, Coast Artillery, Air Corps and Armored Force as well as the Signal Corps. Liaison officers from the Navy, the Marine Corps and the other United Nations will also be on the board.

One problem already facing the new board is the recommendation of frequency bands to be allotted to various arms and services. Complicating factor is that transmitters lack any fixed geographical position. The Army moves in airplanes, tanks and other vehicles and the Signal Corps must keep those transmitters functioning without interference that would disrupt the Army's lifeline of communication. Also to be established are uniformity of procedures for using equipment in the field.

New Motions Day

DURING April motion hearings will be held by the FCC on Wednesday of each week at 10:30 a.m., with Commissioner Payne presiding, instead of Friday as heretofore. Motions calendar will accordingly be published on Saturday to comply with the five day filing requirement of the FCC rules.

New RCA Circuit

A NEW radiotelegraph circuit, connecting San Francisco direct with Kumming on the Burma Road in China, has been opened to public service, W. A. Winterbottom, vice-president and general manager of RCA Communications Inc., announced March 26. At the northeastern end of the Burma Road, it is 390 miles southeast of Chungking, 500 miles from Mandalay, and was inaugurated at the request of the Chinese National Government.

KLZ's Maps

RADIO people do listen to radio in their off moments. Evidence was the recent offer of INS world war atlases to listeners by KLZ, Denver, and the almost immediate request from CJRM, Regina, Sask., for six of the maps.

Data on Radio Industry Given in FCC Yearbook

STATISTICS covering financial and operating data of common carriers and broadcast stations for the calendar year 1940 have been released in book form by the FCC. Titled *Statistics of the Communications Industry in the United States*, the publication is available at the Superintendent of Documents, Government Printing Office, Washington, at 20 cents per copy.

The information is based on reports received by the Accounting, Statistical and Tariff Department of the Commission. It covers 148 pages, of which 21 are devoted to broadcast stations and networks. The first edition of this yearbook was published for 1939.

New Training Classes Opened by Ham League

TO PROVIDE radio training for American youth soon subject to military service, local club groups of the American Radio Relay League are setting up community evening training courses in code and theory in many localities.

Already, clubs in 91 cities are conducting such courses according to F. E. Handy, ARRL Communications manager. The eventual objective in all such courses will be the qualification of each student for an Amateur Class B license issued by the FCC. Although the preference is for young men from 16 to 21, applicants of any age are accepted since the necessity for trained radio operators in arms and at home is realized.

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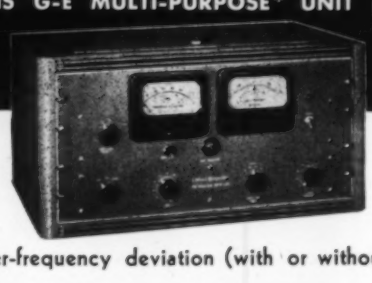

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* Direct reading of center-frequency deviation (with or without modulation) †
* Instant calibration against a precision crystal standard
* Direct reading of modulation percentage †
* Adjustable modulation-limit flasher†
* High-fidelity output for audio monitoring †

† Provision has been made for remote console operation.

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GENERAL ELECTRIC

GILLINGHAM GOES TO CHEMICAL UNIT

LEAVE of absence from the FCC as its director of information "for the duration" was procured by George O. Gillingham last Tuesday. He is returning to his "old outfit" in the Army as captain in Chemical Warfare, and at the outset probably will be assigned to headquarters in Washington.

Capt. Gillingham's letter requesting leave came following the appointment, at Chairman James Lawrence Fly's behest, of Edgar M. Jones, Washington newspaperman who has specialized in radio, as assistant in the office of information. Mr. Jones was to have reported last week but was detained by illness. He is on temporary appointment. His designation is understood to have provoked considerable opposition on the ground that, with emphasis on economy in Government press activities, an additional man was not needed.

Capt. Gillingham joined the FCC Oct. 16, 1939, soon after Mr. Fly joined the Commission. He had been public relations director of the Tennessee Valley Authority, of which Mr. Fly had been general counsel. One of Washington's best-known Government press relations officials, Capt. Gillingham has had a distinguished newspaper career with New York and New Jersey newspapers, and as a contributor to national magazines. He is a former commander of the National Press Club Post of the American Legion.

The FCC, by unanimous vote, granted Capt. Gillingham leave for the duration, and Chairman James Lawrence Fly advised him March 25 that "your absence will leave a very large hole in the Commission."

"It is felt by all that your services have been wholly commendable and I should like to take this opportunity of paying well deserved tribute to the ability, energy and loyalty which you brought to a difficult assignment," the letter said. "The Commission wishes me to say that it appreciates your motives in again entering Army service and it would not wish to stand in your way in these circumstances. We shall, however, welcome your return at any time."

Reserves Will Receive Training as Technicians

FOLLOWING informal discussions held last week concerning the Radio Technicians Training Program which has been launched by the NAB cooperating with the Division of Engineering Science, Management Defense Training of the U. S. Office of Education, it was indicated that the courses may be limited for the most part to military reserves.

It was pointed out in the discussions that by having prospective trainees enroll in the reserves the problem of their induction into Selective Service before they complted their courses would be eliminated. However, those sponsoring the plan have recognized the needs for replacement of technicians in essential services such as police, fire, commercial airlines, Government limited service stations, FCC and others and are outlining plans to take care of these needs as well as those of the military.

Network Accounts

All time Eastern Wartime unless indicated

New Business

GULF OIL Co., Pittsburgh, on April 26 for 22 weeks starts *We, the People* on 80 CBS stations, Sun., 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

GALLENKAMP STORES Co., San Francisco (chain), on March 22 started for 13 weeks *Dick Joy & the News* on 6 CBS stations (KNX KQW KARM KROY KOIN KIRO) Sun., 11:45-12:00 noon (PWT). Agency: Long Adv. Service, San Francisco.

GENERAL MILLS, Minneapolis (Gold Medal flour), on March 30 starts *Harvey and Dell*, dramatic series, on 31 CBS stations, Mon., Tues. and Wed., 9:45-10:00 p.m. Agency: Blackett-Sample-Hummert, N. Y.

Renewal Accounts

ARMSTRONG CORK Co., Lancaster, Pa. (linoleums), on April 14 renews for 13 weeks *The Theatre of Today* on 104 CBS stations. Mon., 12 noon-12:30 p.m. Agency: BBDO, N. Y.

IRONIZED YEAST Co., Atlanta (yeast), on April 19 renews for 52 weeks *Good Will Hour* on 65 CBS stations, Sun., 10-11 p.m. Agency: Ruthrauff & Ryan, N. Y.

AMERICAN OIL Co., Baltimore, on April 27 renews *Human Side of the News* with Edwin C. Hill on 52 CBS stations, Mon., Wed., Fri., 6-6:10 p.m. Agency: Joseph Katz Co., Baltimore.

S. C. JOHNSON & SON, Brantford, Ont. (wax) on April 7 renewed *Fibber McGee & Molly* on 33 Canadian Broadcasting Corp. stations, Tues., 9:30-10 p.m. Agency: Needham, Louis & Brorby, Chicago.

CAMPBELL SOUP Co., Camden, N. J. (soups, tomato juice, pork and beans) on March 30 renews *Amos 'n' Andy* on 62 CBS stations, Mon. thru Fri., 7-7:15 p.m. Agency: Ward Wheelock Co., Philadelphia.

GENERAL FOODS Corp., New York (Calumet, Bakers Chocolate, LaFrance and Satina), on April 6 renews for 52 weeks *When a Girl Marries* on 74 NBC stations, Mon. thru Fri., 5-5:15 p.m. Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Post's 40% bran flakes), on April 6 renews for 52 weeks *Portia Faces Life* on 85 NBC stations, Mon. thru Fri., 5:15-5:30 p.m. Agency: Benton & Bowles, N. Y.

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), on May 1 renews for 13 weeks *The Bob Hawk Quiz* on 99 CBS stations, Fri., 7:30-8 p.m. Agency: William Esty & Co., N. Y.

Network Changes

ANACIN Co., Jersey City (headache powders), on April 4 adds 18 NBC stations to *America the Free*, making the total of 79 NBC stations, Mon. thru Fri., 11:30 a.m.-12 noon. Agency: Blackett-Sample-Hummert, N. Y.

BAYER Co., New York (Bayer Aspirin tablets), on April 15 discontinues *American Melody Hour* on 67 BLUE stations, Wed., 9-9:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

J. A. FOLGER & Co., San Francisco (coffee), on April 7 expands *Public Service Program*, now on KNX, Los Angeles, to 5 CBS Pacific Coast stations, Tues., Wed., Thurs., 5:15-5:30 p.m. (PWT). Agency: Raymond R. Morgan & Co., Hollywood.

R. L. WATKINS Co., New York (Dr. Lyons Toothpowder), on April 13 discontinues *Monday Merry-Go-Round*, on 68 BLUE stations, Mon., 10-10:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

BRISTOL-MYERS Co., New York, on May 1 shifts *Songs by Dinah Shore* on 105 BLUE stations from Sun., 9:45-10 p.m. for Minit-Rub and Sal Hepatica thru Young & Rubicam, N. Y., to Fri., 9:30-9:45 p.m. for Mum thru Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Duz, Dreft), on April 6 shifts *The Goldbergs* on 40 CBS stations, Mon. thru Fri., from 5:15-5:30 p.m. to 2:45-3 p.m., and on April 13 adds 16 CBS stations, making a total of 56. Agency: Compton Adv., N. Y. (Duz), and Blackett-Sample-Hummert, N. Y. (Dreft).

KRAFT CHEESE Co., Chicago, on April 5 is giving up the West Coast 11 p.m. repeat of NBC *The Great Gildersleeve*, 8 Pacific stations to carry the program thereafter with 55 NBC stations in other sections, Sun., 6:30-7 p.m. Agency: Needham, Louis & Brorby, Chicago.

RALSTON PURINA Co., St. Louis (Ralston Cereal), on March 27 discontinued *Tom Mix Ralston Straight Shooters* on 32 BLUE stations, Mon.-Fri., 5:45-6 p.m., as well as transcribed versions on 22 BLUE stations, 6:45-7 p.m. and on 13 Pacific Coast stations, 8:45-9 p.m. Agency: Gardner Adv. Co., St. Louis.

E. I. DuPONT de NEMOURS & CO., Wilmington, Del., on April 6 adds 12 NBC stations to *Cavalcade of America*, making a total of 29 NBC stations, and shifts the program, Mon., from 7:30-8 p.m. to 8-8:30 p.m. Agency: BBDO, N. Y.

BRISTOL-MYERS Co., New York (Ipana, Sal Hepatica), on July 1 replaces Eddie Cantor's *Time to Smile* with *Those We Love* on 76 NBC stations, Wed., 9-9:30 p.m. Agency: Young & Rubicam, N. Y.

LEWIS-HOWE Co., St. Louis (Tums), on April 21 will add 18 stations to *Horace Heidt's Treasure Chest*, making a total of 87 on NBC, 8:30-9 p.m. Agency: Stack-Goble Adv. Agency, N. Y.

Caution Is Advised By CBS Engineer In Promoting Raid Warning Devices

VOICING a warning that radio stations might well pass on to their listeners, E. K. Cohan, CBS director of engineering, last week issued a statement stressing the limitations and possible dangers in connection with certain radio receiving devices intended as automatic blackouts and blackout warnings. Mr. Cohan, whose remarks were prompted by advertisements currently appearing for the warning devices, pointed out the fallacies in connection with the use of these innovations, saying:

"It has come to my attention that certain radio devices are being offered for sale to the public for the purpose of blackouts and to give warning signals in the event of air raids.

Possible Dangers

"Since these particular devices depend for their operation upon a 24-hour broadcast station in the community, CBS believes it is important that the limitations and possible dangers of such devices be clearly pointed out. It is represented that so long as the carrier wave of the station remains on the air, no signal is given, but as soon as the carrier is interrupted, as it presumably would be in the event of an actual raid, the cessation of the carrier wave from the transmitter would cause the alarm to operate.

"It is vitally important to point out to all prospective purchasers of such devices that it is technically and physically impossible to keep radio broadcast station carrier waves on the air 24 hours a day, 365 days a year. From time to time there are bound to be momentary breaks due to the failure of a vacuum tube or some other technical or mechanical failure. Any such break, though it might be of only one or two seconds duration and often not perceptible from a program standpoint, is nevertheless sufficient to actuate one of these devices.

"These comments do not apply to the so-called "alert receiver," which is actuated by the transmission of a tone of predetermined pitch and not by the action of the carrier wave.

Must Be Ready

"To be of maximum usefulness, any raid warning device should be ready to operate any moment of the 24-hour day. Such a device as the one described, which might operate by accident in the middle of the night if there should be a carrier break of a few seconds duration, is highly dangerous since such a false alarm could create havoc and, if nothing else, destroy the needed sleep of defense workers and air raid wardens who are off duty.

"Furthermore, frequent or even occasional false alarms would destroy confidence in the method and defeat the purpose intended. There is also the question of whether or not broadcasting stations would be ordered to shut down in the event of a raid in broad daylight.

"This statement is made so that broadcasters, who are cooperating in every way with the military defense authorities, may not be unjustly accused of giving false air raid alarms as a result of technical or mechanical failures beyond their control."

Chinese Airmen on KTAR

KTAR, Phoenix, originated March 27 a broadcast of Chinese Air Corps cadets from the Arizona airfield where they have been trained. In a 15-minute program featuring American and Chinese officers and cadets the proceedings marked the first group of Chinese airmen trained under the China Lend-Lease setup. Howard Pyle supervised the program and Andy Anderson arranged the technical details.

DON DUNPHY, MBS boxing reporter, gave his paycheck for announcing the Joe Louis-Abe Simon bout, to the Army Emergency Relief ticket fund.

Stovin and Wright

RADIO STATION REPRESENTATIVES

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Here We Come!

"Memory of This Dance"

"A Little Bell Rang"

"They Started Something"

BROADCAST-MUSIC, Inc.

580 Fifth Ave. • N. Y. C.

Columbia's Station for the SOUTHWEST

KFH

WICHITA

KANSAS

Call Any Edward Petry Office

HERE'S A WAR-TIME ANSWER TO "WHAT'S IN A NAME?"

With a whole nation thinking, living, planning in terms of total war . . . with more than enough to buy, and less than enough to sell . . . what happens to the **wants** of our soldiers-at-home?

Do their established buying habits as peacetime consumers change . . . much . . . any?

Tremendously significant are the findings of a survey conducted in Washington. We quote: "Up to this writing, tires manufactured by U. S., Firestone, Goodrich, and Goodyear are moving speedily under rationing provisions while less-known tires are not moving. This demonstrates that even under rationing, people are demanding first the nationally advertised goods."

The far-reaching implications for national advertising are clear. What is true of tires may well be true of tea and coffee and soup . . . and the scores of other consumer products that eventually may fall under government rationing order.

The kernel is this: CONSUMER PREFERENCE IS THE FIRST PRIORITY, AND THE ONE THING GOVERNMENT CAN'T RATION.

Let our purpose be plain: we are not encouraging intensive campaigns to sell consumer goods under rationing, nor do we feel manufacturers should attempt to fight for brand name preference under rationing.

All that has gone before . . .

We wish merely to point out that rationing has already demonstrated what happens when consumer buying is restricted. Rationing has brought to light the basic advantages of national advertising, the long-range soundness of consistent advertising.

Thus is seen the practical application of what previously has been held by some to be theoretical assumption, with this potent conclusion:

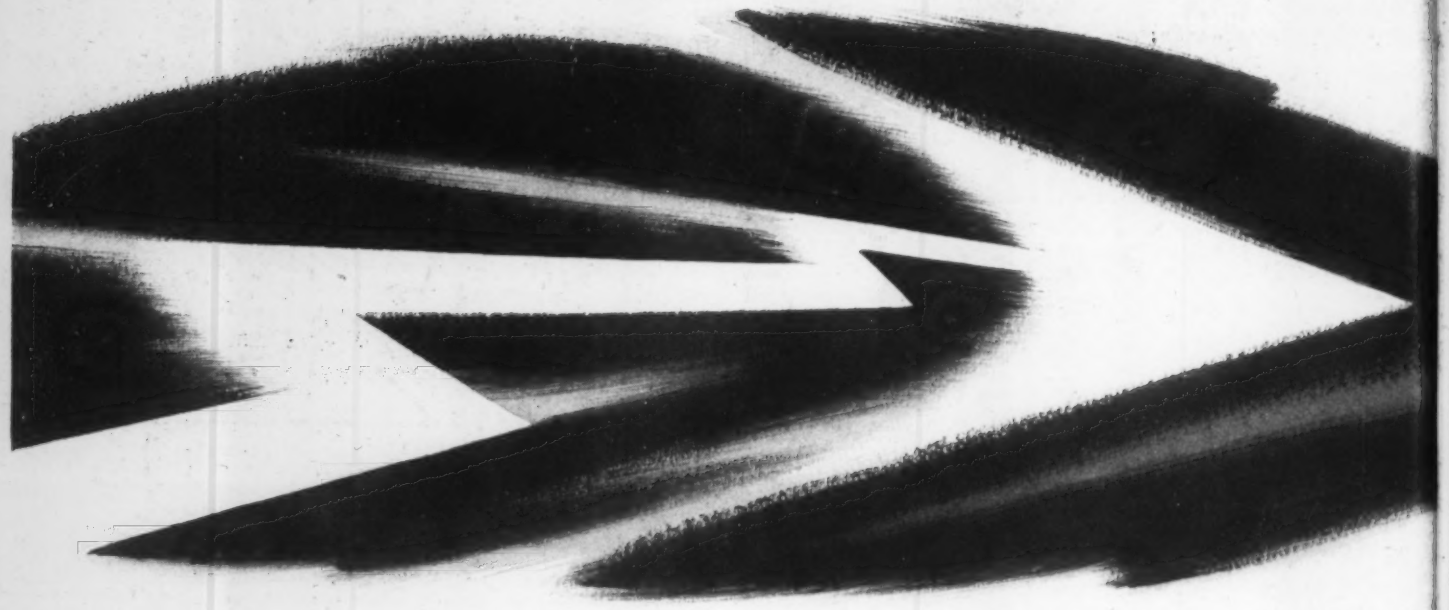
When down-to-the-last-cent value means more than anything else, the **advertised** brand name makes that final all-important difference in the sale.

✣ ✣ ✣

Watch for a more complete appraisal of this war-time advertising problem in "Consumer Preference—First Priority" to be published soon. If you are not on our mailing list, place your advance order to receive a copy.

WLW

THE NATION'S MOST MERCHANDISE-ABLE STATION



RADIO: SPEARHEAD OF VICTORY!

COMMUNICATION, swift and certain—to coordinate every unit in action—is the first requirement of modern "lightning" warfare. Radio is keyed to the demands of such communication. And, fortunately, America has the greatest radio equipment in the world . . . thanks to research and engineering.

R.C.A. Communications, Inc., transmits and receives messages regularly and reliably to and from more than 45 foreign countries. Equally efficient is the ship-to-shore service of Radiomarine Corporation of America. In the plants of RCA Manufacturing Company, radio equipment for military purposes is coming off the production-lines in volume—equipment that could not have been constructed in *any* quantity only a few short years ago! Through the National Broadcasting Company and the Blue Network, radio serves on still another front—keeping Americans unified and informed, through 55 million radio receivers!

On the overseas front, NBC operates two powerful short-wave stations—WRCA and WNBI at Bound Brook, N. J. They help to hurl America's answer in the "war of words." Their short-wave beams carrying authentic news, are spearheads of truth through the darkness of war. Today freedom rides America's radio beams to all the world.

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